



BY APPOINTMENT TO
H.M. QUEEN ELIZABETH II
MANUFACTURERS OF
ELECTRICAL APPLIANCES
BELLING & COMPANY LTD
ENFIELD MIDDLESEX

Electric Heating and Cooking 1963-64

"Belling"



Bridge Works, Enfield, Middlesex

October 1963

Here is our latest catalogue which I do hope you will find interesting and useful.

This year we introduce our new range of Belling Classic Super cookers: my people here describe them as the most sensible cookers ever made - I am sure they are right, and I think you will find they will be the most practical, most efficient and most attractive cookers on the market for some long time to come.

These new cookers are based on our already well tried and tested Classic cookers, so there won't be any teething troubles to worry about.

I am delighted with our new Heat Storage Units - they are most distinctive in design, easiest of all to install, and of course they operate on cut-price electricity, which makes them a marvellous proposition.

Once again I must express my sincere thanks to all our 3500 employees, to the public, and to the Electrical Industry generally, without whom these past fifty wonderful, exciting and successful years would not have been possible.

Founder and
Governing Director



electric heating and cooking

Belling & Co. Ltd., Enfield, Middlesex

Revised Prices, 13th January 1964

The prices contained in this catalogue have been revised as from 13th January 1964. The revised prices of electric heaters are shown on the reverse of this sheet, the revised prices of electric cookers, etc., are shown on the coloured sheet at the back of the catalogue



**Revised Prices
Electric Fires, Convectors, etc.**

Revised prices of Belling Electric Fires,
Convectors, Drying Cabinets, Towel Driers,
etc., are shown on the reverse of
this sheet

For easy reference, open out this sheet

REVISED COOKER PRICES ARE SHOWN AT THE BACK OF THE BOOK

Revised Prices, 13th January 1964

ELECTRIC FIRES, CONVECTORS, ETC.

P 19 CHEERY

209 £9 18 3

P 20 PRINCESS

212 £13 0 4
212A £13 12 2
213 £14 6 5
213A £14 18 3

P 21 EMPRESS

207 £19 13 6

P 22 WAVERLEY

264 £20 7 1

P 23 MEDIEVAL

639 £17 6 2
639A £18 9 3
640 £19 13 6
640A £20 17 2

P 24 ADAM COAL

743B £36 10 9

P 25 CELTIC

753B £36 4 10

P 26 INFRA-HEARTH

157 £15 5 4
157A £16 11 4

P 27 HEARTH

159 £10 10 1
159A £12 17 5

P 28 VOGUE

722 £25 8 11

P 30 DINKIE

601 £2 14 6
602 £3 19 4
603 £5 6 6

P 31 EMPIRE

402E £5 1 10
403E £6 13 9

P 32 HOTSPUR

141 £4 2 10
142 £5 6 6

P 33 BEACON

162 £6 16 1

P 34 SOLRAY

151 £5 1 9
152 £7 4 5
151/2 Wall-fixing strap
and cord 5/4
152 Switch cord
attachment 7/2

P 35 MODERN

228 £9 1 1

P 37 COUNTESS

233 £7 9 2
234 £9 3 5

P 38 ADAM

915 £17 9 1
916 £20 7 1

P 39 MELROSE

274 £18 9 10

P 40 ZODIAC

867 £21 0 1
867F £20 2 4

P 41 JUBILEE

123 £40 16 6

P 42 FLAIR

861 £24 17 0

P 44 RADIANT-ZEPHYR

854 £13 18 1
854F £13 18 1

P 46 CHAMPION

91A £5 1 10
92A £5 15 5
85 £7 2 0

P 47 ZENITH

95 £9 3 5
95T £12 17 5
95F £9 3 5
95TF £12 17 5

P 48 ZEPHYR

851 £11 5 10
852 £14 12 11
852T £18 2 2
853 £19 13 6
Remote Thermostat 51/-

P 49 INFRA-ZEPHYR

855 £19 13 6
855T £23 4 6
Remote Thermostat 51/-

P 50 ZETA

200 £14 18 10
200F £14 18 10
Remote Thermostat 51/-

P 51 OLYMPIC

190 £27 4 4
190F £26 7 10
Remote Thermostat 51/-

P 52 HANDY HEATER

952 £2 13 3
952B £4 2 10
952C £5 7 9
952D £6 19 1
952E £6 19 1

P 52 AIR WARMER

961A £3 8 1
Stand 11/4
962A £3 19 11
Stand 11/10

P 52 REMOTE

THERMOSTAT
£2 11 0

P 53 TIME SWITCH

300/13 £4 17 6
300/15 £4 17 6

P 53 BELRAY

78SW £5 11 3

P 55 FAN HEATERS

101 £13 18 1
101T £16 17 3
101W £14 9 11
101F £12 5 7

P 56 PANEL FIRES

G/1/133 £6 13 2
G/2/133 £8 9 3
G/2A/133 £10 7 1
Without panel £1 0 9 less
10 Shelf 8/8

P 57 PANEL FIRES

C/1/131 £4 14 8
C/2/132 £7 2 0
C/2A/132 £7 19 9
Without panel 16/7 less
10 Shelf 8/8

P 58 CORINTHIAN

180H £22 18 7
180F £20 17 2

P 59 CORINTHIAN

180U £14 12 11

P 60 CORINTHIAN

180 £20 17 2

P 60 CONVERTA

179 £12 5 7

P 61 WALL-FIXING HEATERS

854F £13 18 1
855F £19 13 6
853F £19 13 6
852F £14 12 11
851F £11 5 10
95F £9 3 5
85 £7 2 0
867F £20 2 4
190F £26 7 10
200F £14 18 10
180H £22 18 7
180F £20 17 2
180U £14 12 11
C/1/131 £4 14 8
C/2/132 £7 2 0
G/1/133 £6 13 2
G/2/133 £8 9 3

P 65 HEAT STORAGE UNITS

758 £32 15 0
758A £23 10 0

P 66 DRYING CABINETS

107A £21 4 3
108A £42 14 6

P 67 TOWEL DRIERS

105B £8 2 9
105A £8 11 7

P 68 BED WARMER

90 £2 9 9

All prices include Purchase Tax where applicable

contents

COAL AND LOG FIRES

Adam Coal	24
Celtic	25
Cheery	19
Empress	21
Hearth	27
Infra-Hearth	26
Medieval	23
Princess	20
Vogue	28, 29
Waverley	22

CONVECTORS AND RADIANT-CONVECTORS

Air Warmer	52
Champion	46
Flair	42, 43
Handy Heater	52
Infra-Zephyr	49
Jubilee	41
Storage Heater	62-65
Olympic	51
Radiant-Zephyr	44, 45
Vogue	28, 29
Zenith	47
Zephyr	48
Zeta	50

PORTABLE AND WALL-FIXING FIRES

Adam	38
Beacon	33
Belray	53
Converta	60
Corinthian	58-60
Countess	36, 37
Dinkie	30
Empire	31
Fan Heater	54, 55
Hotspur	32
Melrose	39
Modern	35
Panel Fires	56, 57
Solray	34
Zodiac	40

MISCELLANEOUS

Timer	53
Thermostat	52
Bed Warmer	68
Boiling Plates	69
Drying Cabinet	66
Towel Drier	67
Warming Cabinets	70, 71
Warming Plate	71

COOKERS

Large Cookers	72-103
Baby Cookers	104-112



"Belling"

electric heating and cooking

1963-64

Published in October 1963 by
Belling & Co. Ltd., Enfield, Middlesex
Howard 1212

who are

"Belling"

Belling & Co. Ltd. was founded by our Governing Director, Mr. C. R. Belling, in 1912. The business started with one man and a boy working in a shed in Enfield making a dozen or so fires a week. Since those days the company has expanded until today, still

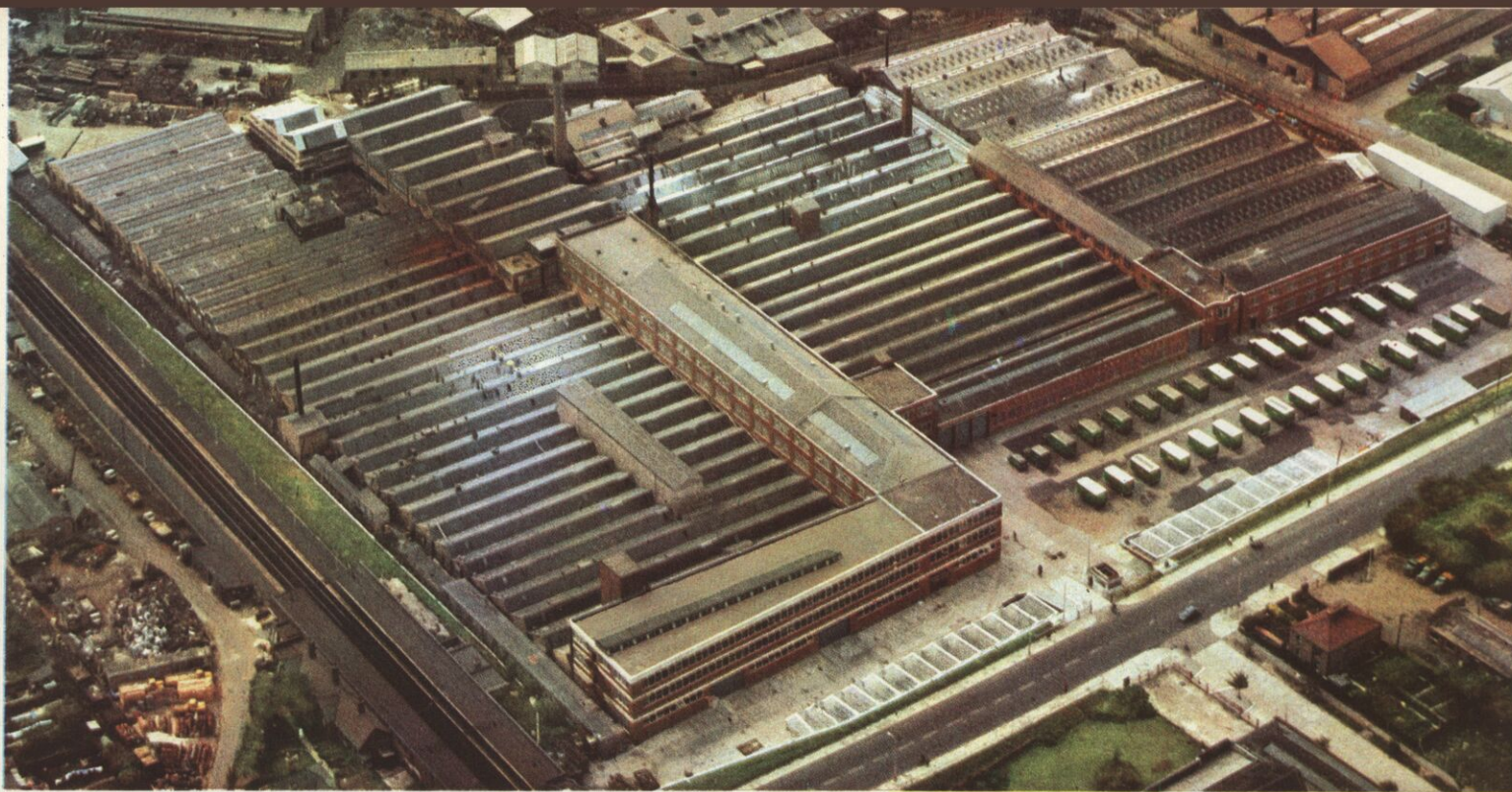
under Mr. Belling's control, it is the largest producer of electric heaters and cookers in the British Isles, producing a heater or cooker every six seconds.

Today the name "Belling" is a household word—in every sense. The company employs over 3,500 and is completely independent financially: it is still a private company and is entirely British in capital, labour and material. There is a generous profit sharing scheme which has already distributed well over £1,250,000 profit to the employees since the second world war.

Belling products are made in the company's factories at Enfield, Middlesex, and Burnley, Lancashire—the total production area now exceeding one million square feet.

These two vast factories are essentially manufacturing plants, rather than assembly plants, it being the company's policy to manufacture as much as possible of every product it sells, rather than relying on outside supplies. It is this policy that ensures highest possible quality control at competitive prices.





Burnley, Lancashire *(left)*

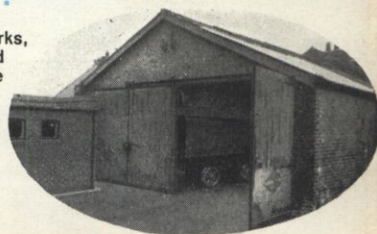
The Burnley plant is equipped with the very latest developments in all modern production processes and concentrates on producing electric heaters and small components in vast quantities. Probably the largest factory in the world devoted to electric heating products.

Enfield, Middlesex *(above)*

Bridge Works, Enfield, is the head office and main works. It is one of the largest factories in the world devoted solely to the production of domestic electric cookers. This vast factory is entirely self contained, depending only on outside supplies for raw materials.

in 1912 . . .

Lancaster Works, Enfield, the old shed where the business first commenced in 1912.



behind the name

Behind the name "Belling" is a reputation for producing the most soundly engineered and most consistently reliable electric heaters and cookers. A reputation gained through over fifty years' continuous experience in the electric heating and cooking field.

No effort is spared to maintain this reputa-

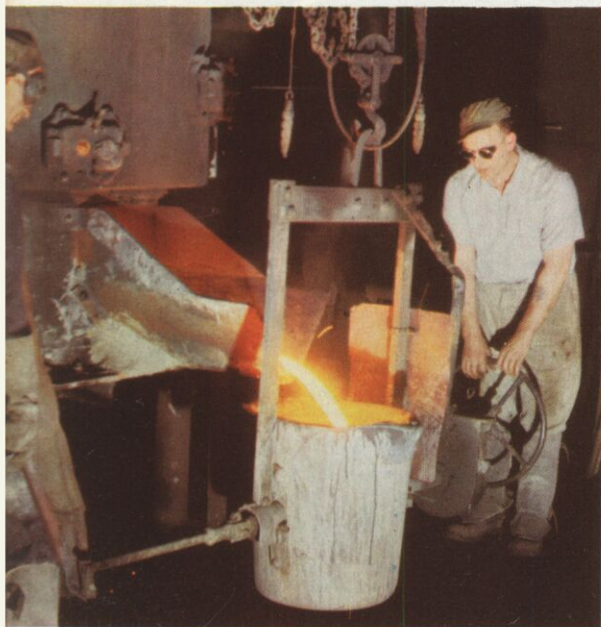
tion—a reputation earned through the team spirit which is as much evident in Belling today as it was in the very early days, when the staff could be counted on one hand. Here is a company where men matter more than machines, where long service records abound, where personal interest still thrives.

Belling have well over a million square feet of production area, sited on 70 acres of freehold property.

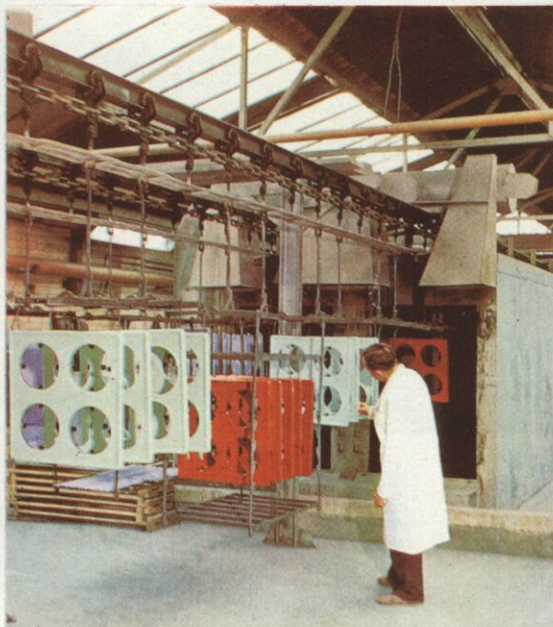
Following the company's policy of complete independence there are in addition to the

most modern assembly lines, many specialist departments including extensive Iron and Aluminium foundries, two vast Press Shops with power presses up to 800-tons pressure, an impressive Fireclay Plant, and a most elaborate Vitreous Enamelling Plant. This enamelling plant is probably the largest in the electrical industry, and incorporates a new Nickel Section to promote even higher quality enamelling.

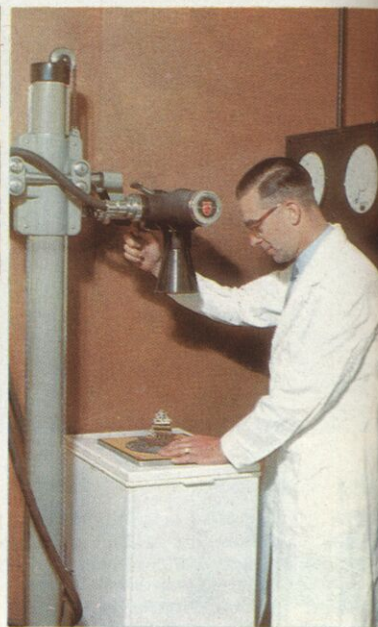
Latest developments in modern processes include phosphate coating for anti-rust treatment and an Automatic Plating Plant to



Five tons of red hot metal an hour—molten iron being tapped from one of the cupolas in the Iron Foundry.



Hobs for Classic Super cookers being inspected after vitreous enamelling.



Routine daily X-ray examination of castings maintains rigid quality control.

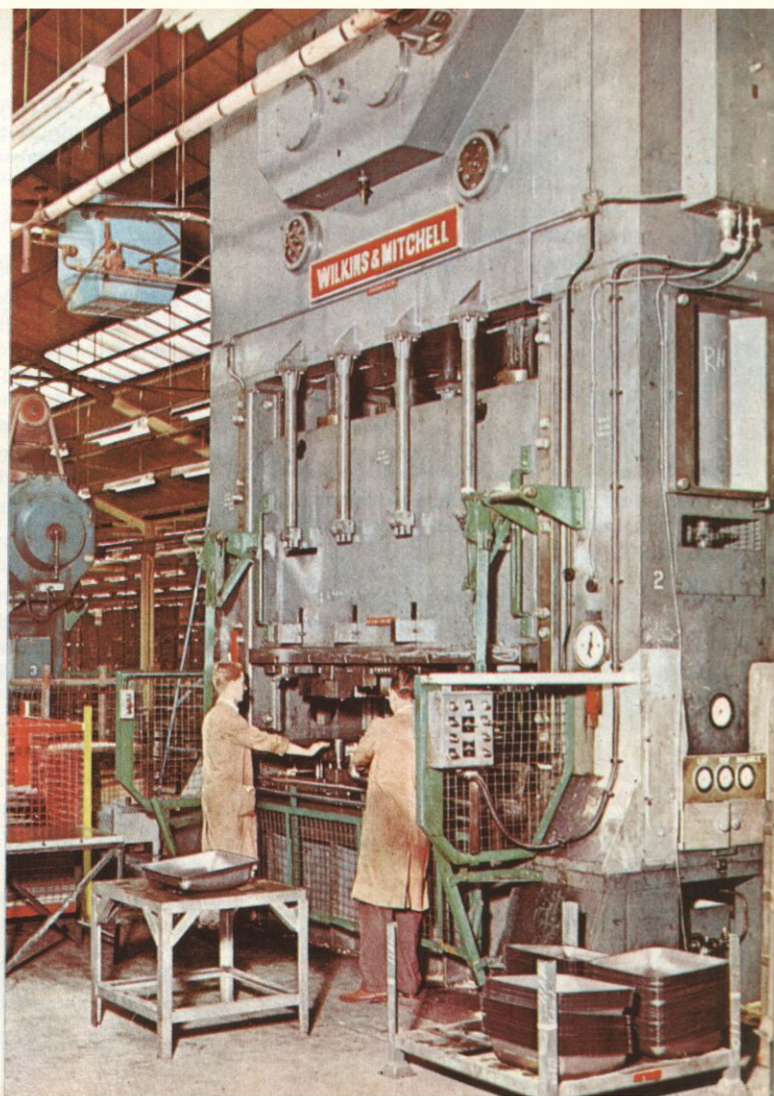
produce chromium- and nickel-plated parts to the highest standard.

All Belling heaters and cookers undergo exhaustive practical tests before going into production. Before leaving the factory every product is thoroughly tested, for instance, every Belling large cooker is individually tested not just electrically and mechanically but to the extent of checking the cooking performance of each oven electronically—just one more reason for the almost legendary reputation for reliability earned by the company.

A 400-ton power press, one of a battery of power presses up to 800-tons pressure, producing cooker and heater parts.



Final individual oven performance check and mechanical visual and electrical test.



why buy a "Belling"

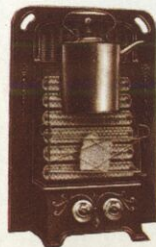
We make no apology for putting these points to you. They are all plain, substantiated facts far removed from the realms of idle claims or wishful thinking! And we think it is important for you to consider them carefully before making your final choice.

1 SPECIALIZATION

Belling are heating and cooking specialists. They make the largest range of heaters and cookers in the world, so they know what they are talking about!

The Belling 'Modernette' cooker first made about 1917

Belling Standard fire—the forerunner of today's electric fires



2 EXPERIENCE

Belling have fifty years' experience in making domestic electrical appliances, and have sold more electric cookers and heaters than any other manufacturer.

3 NEW IDEAS

Belling are constantly considering new ideas and new methods, but gimmicks that look nice but which only bring trouble are avoided. Belling invented and pioneered many of the developments which are now taken for granted—the first firebar, inner glass oven doors (first used 1935), cookers on wheels, removable oven roof and oven lining, to mention just a few. They have always been in the forefront of technical progress.

4 QUALITY CONTROL

The production plant at Enfield and Burnley is ultra-modern and (as far as is humanly possible) self-contained. Because Belling make the vast majority of their own components, cast their own iron, do their own enamelling, make their own porcelain parts, they can exercise a unique degree of quality control, and maintain consistently high standards of manufacture.

5 RELIABILITY

Belling products have an unrivalled reputation for reliability. Don't take our word for it, any electrician will tell you that he prefers Belling because he is rarely troubled with after-sales bothers or complaints.

6 SUITABILITY

Naturally, all new Belling products are tested before going into production, but what is more important they are given exhaustive practical tests in the home. All products are thoroughly tested and inspected before dispatch; in the case of large cookers, in addition to mechanical and electrical tests the actual performance of the oven is checked electronically.

7 DISTRIBUTION AND SPARES

It's easy to buy a Belling anywhere in the country, and if a part does wear out, it's easy to get it replaced. There are many thousands of Belling distributors all over the country, in almost every village and town. No high-pressure selling, no representatives to worry you! We even stock spare parts for some models which were discontinued a generation ago.

8 GUARANTEE

There is a comprehensive guarantee on all Belling products, always generously interpreted, providing the product has had fair wear and tear.

9 PERSONAL INTEREST

Because the company has a generous staff participating scheme, every single member of the staff has a personal interest in the company, an interest which is reflected in the quality of the product and attention to detail. There is an unusual pride in the company's products and record, an atmosphere of friendliness exists throughout the company—an atmosphere not found today in many concerns of this size.

your heating questions answered

During the course of a year we receive many thousands of enquiries regarding electric heating; here is a selection from some of the more frequent questions:

WHICH IS THE SAFEST TYPE FOR BATHROOMS?

The Belling Belray is ideal for use in the bathroom, as it can be mounted high on the wall out of reach, and controlled by a pull-cord. All bathroom installations must be carried out by a competent electrician.

CAN I GET SPARE ELEMENTS?

Spare elements are available for almost any Belling fire made in the last 50 years—not that they're needed very often.

HOW CAN I CONVERT AN AIRING CUPBOARD TO ELECTRIC HEATING?

The Handy Heater (p. 52) provides sufficient heat for airing purposes, and can be fitted quite easily. A sloping guard should be fitted above the heater to prevent clothes accidentally falling on it.

HOW CAN AN OLD COAL FIREPLACE BE CONVERTED EASILY?

This can be done without any alterations other than lifting out the old grate—then just slide in one of the specially designed Belling conversion fires. (See p. 13.)

WHICH TYPE GIVES MOST HEAT?

All electric heaters of whatever type will give out the same amount of heat per kilowatt of electricity consumed. (See pp. 8 & 9.)

DOES ELECTRIC HEATING CAUSE DRAUGHTS?

No, because there is no combustion. With most other methods of heating air is consumed and as more air is drawn into the room to replace it a draught is created.

DOES ELECTRIC HEATING MAKE THE AIR STALE?

No, unlike other methods of heating, electricity does not consume any of the oxygen in the air, nor does it produce any vapour or smell. As electric heating does not create draughts, it is as well to leave a window, or door or ventilator slightly open, to provide a change of air.

HOW MUCH DOES IT COST TO RUN?

To keep a room 12'×10'×8' warm will cost little more than 1d an hour. A 1 kW heater costs about 1½d an hour to run, a 2 kW heater 2½d, and a 3 kW 3½d an hour on full. (Based on electricity at 1½d a unit.) Of course, once the room is warm the heater can be switched to a lower heat.

WHAT MAINTENANCE IS NEEDED?

Other than keeping the reflectors of radiant fires polished and making sure the flex is in good condition, no maintenance is needed.

HOW DO I CLEAN AN ELECTRIC HEATER?

Remove the plug from the socket first. Then wipe over the reflector and the metal-work with a damp soapy cloth, and wipe clean. Do not use metal polish or furniture polish on any part of an electric fire or convector.

WHICH IS THE SAFEST TYPE FOR CHILDREN?

Either the totally enclosed convector, or where rapid heat is required, the Belray mounted high on the wall, or the Belling de luxe Fan Heater.

IS ELECTRIC HEATING MORE EXPENSIVE?

No, for short periods electricity is undoubtedly the cheapest form of permanent heating. Heat Storage Units using "off-peak" electricity compare favourably with any other fuel for continuous heating, and in many cases work out to be considerably cheaper. The price of "off-peak" electricity used for Heat Storage Units is little more than half the normal charge.

WHAT IS A HEAT STORAGE UNIT?

A Heat Storage Unit consists of a cabinet containing heat storage material, such as fireclay or concrete. Inside this storage material is a high temperature element: as this heats up, the warmth very gradually penetrates through the fireclay and into the room.

WHAT IS THE ADVANTAGE?

The great advantage is that it makes use of the very low "off peak" electricity available overnight and at certain times during the day. The Heat Storage Unit charges up with heat during these "off peak" periods, and gradually emits the heat throughout the day.

WHAT IS BEST FOR BEDROOM HEATING?

There are many Belling heaters particularly suitable for bedroom heating. Some of these are described on page 12.

DO OIL-FILLED RADIATORS GIVE MORE HEAT?

No, for a given amount of electricity consumed they give precisely the same amount of heat as any other electric heater of any kind or any make.

which type gives most heat?

There are five main types of portable electric heater—Firebar Fires, Reflector Fires, Convector, Radiant-Convectors and Radiators. Which gives the most heat? For a given consumption of electricity they all produce exactly the same amount of heat. They are all equally efficient, the only difference being the method in which the heat is distributed—radiation or convection.

These pages describe the methods of heat distribution and the various types of heater.

In addition, there are Heat Storage Units, which operate on low cost "off-peak" electricity.

INTERESTING NOTE

It was 50 years ago that Mr. C. R. Belling took out a patent for supporting a nickel-chrome wire in free air on a refractory former, and this really revolutionized the electric fire of that day. In 1921 this was followed up by the introduction of the Multi-Parabola firebar; so successful was this design that it has since continued basically unaltered and millions are now in regular use throughout the world.

THE TWO PRINCIPLE METHODS OF HEAT DISTRIBUTION

RADIATION Radiation (or radiant heat) can be compared with the warmth experienced from the rays of the sun. Radiant heat is really direct heat: if you stand in the area of radiation you feel warm, even though the air around you is not necessarily warm.

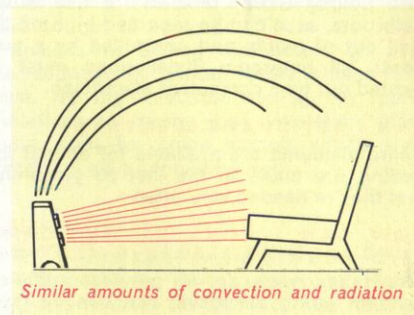
CONVECTION Convection is the circulation of warm air currents. Air is heated as it passes over the element and rises rapidly mixing with the air throughout the room.

The main advantage of radiant heaters (reflector and firebar fires) is that they begin to heat the immediate area as soon as they are switched on. When standing in front of a radiant fire warmth can be felt within a minute or two of switching on.

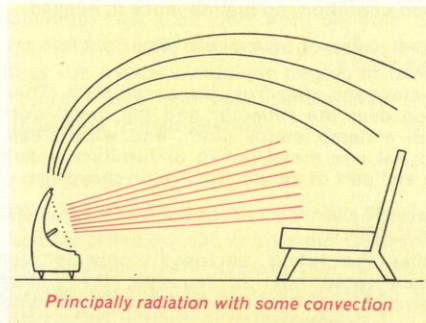
With convectors the effect is considerably slower. As the warmth is dispersed throughout the room, it is some time before the temperature immediately in front of the heater is raised appreciably.

Radiant Fires, Firebar Type (DINKIE, EMPIRE, ETC.)

The firebar is a block of fireclay, into which grooves consisting of a series of parabolic wells have been made. The resistance wire (or heating element) is formed in a continuous coil and is laid in these grooves. The wire very quickly reaches red heat and parabolic wells project the radiant heat forward. The clay block also becomes very hot, producing convection currents. Similar amounts of convection and radiation are produced.



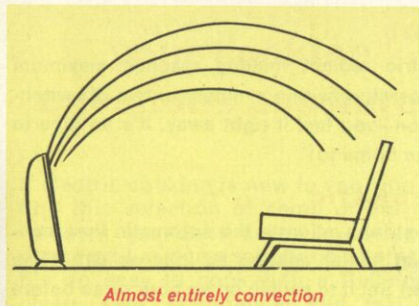
Similar amounts of convection and radiation



Principally radiation with some convection

Radiant Fires, Reflector Type (SOLRAY, PRINCESS, BELRAY, ETC.)

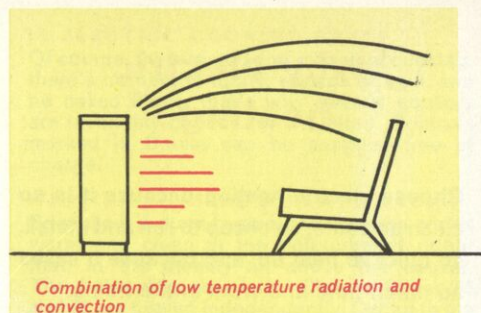
The element consists of a fireclay rod, into which a spiral groove has been cut. The resistance wire (or heating element) is wound round the length of the rod in the spiral groove. Alternatively the element is enclosed in a silica tube. It is mounted at the focal point of a highly polished reflector so that when it is red hot a beam of radiant heat is projected forwards. About 70% of the heat produced is radiant, and about 30% convection.



◀ Convector

(ZEPHYR, CHAMPION, ZENITH)

The element generally consists of a resistance wire (or heating element) suspended on a former of fireclay or other insulator. The element operates at black heat, that is to say the heat is not visible. In operation cool air is drawn through the base of the convector, passes over the heating element and as it becomes heated rises at sufficient velocity to circulate throughout the room.

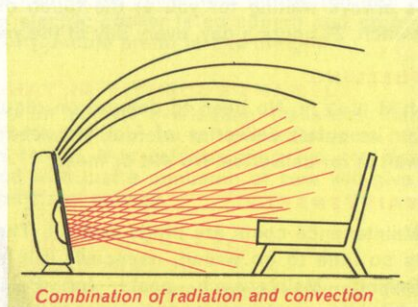


Radiant-Convectors ▶

(INFRA-ZEPHYR, RADIANT-ZEPHYR, FLAIR, VOGUE, JUBILEE)

Radiant-convectors are a comparatively new form of electric heater which are very rapidly gaining popularity. They consist of a convector heater with a reflector or radiant heater built in, thus offering the best of both worlds—radiation for quick heating, and convection for gentle background warmth.

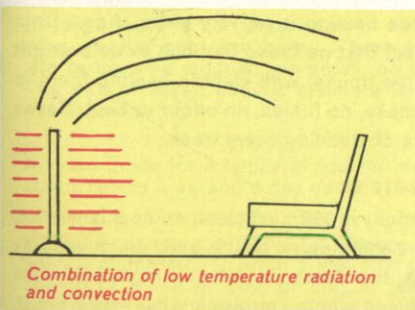
Radiant-convectors have the advantage over ordinary convectors of being able to provide local radiant heat immediately without waiting for the whole room to be heated by convection.



◀ Radiators

(OLYMPIC, ZETA)

The element generally consists of a resistance wire (heating element) embedded in fireclay or other insulation material. In some types the element is immersed in oil. The element operates at black heat, that is to say the heat is not visible. A considerable proportion of low temperature radiant heat is also produced. Cool air passing over the outside surface of the heater becomes heated and rises at sufficient velocity to circulate throughout the room.



Heat Storage Units ▲

Belling Heat Storage Units emit a mixture of low temperature radiation and convection. Radiation provides a considerable amount of local heat, whilst convection produces gentle background heat throughout the room.

The heating elements operate at a very high temperature and are contained in Inconel tubing, surrounded by blocks of special heat retaining material. The elements are switched on only during "off peak" periods (when low price electricity is available) and heat up the storage blocks, which gradually pass the heat through the outer surfaces of the cabinet. In addition rising hot-air currents inside the cabinet are channelled through the convector outlet at the top.

A special heavy duty thermostat controls the heat input, automatically cutting off the electricity if the heat rises above the required input level. An automatic cut-out is fitted as a safety measure: this switches off the electricity in the event of the unit becoming overheated due to misuse.

In the diagrams, red lines show radiant heat and black lines convection.

why electric heating?

Choose electric heating because it is so clean and safe, so cheap to run and install, so quick to heat up, and because it saves so much time and work in the home.

A Belling heater is a sound investment, backed by over fifty years' practical and specialized experience in electric-heater design and manufacture. Electricity Boards and Electrical Shops choose to sell more Belling heaters than any other make: you too can choose Belling with every confidence, Belling—the largest manufacturers of electric heaters in the world.

ECONOMY

An electrical installation costs far less to install, and is surprisingly inexpensive to run. No building expense is involved—in a new house fuel stores and chimneys are unnecessary.

LOW RUNNING COST

Belling Heat Storage Units consuming "off peak" electricity provide central heating at running costs comparable with any other fuel. Installation costs are a fraction of many other systems.

INSTALLATION

All that is needed is an adequate number of power points (usually fitted in any case), plus a special meter in the case of Heat Storage Units. No structural alterations or additions are required; no boilers, bunkers or storage tanks.

CONVENIENCE

No fuel to carry in, no ashes to take out, no grates to clean. As much warmth as you like is always waiting for you at the touch of a switch, 24 hours a day, every day of the year.

FUELLING

Just plug in. No need to depend on regular (or irregular) deliveries of fuel, no need to wait in for deliveries. No dirt or mess.

MAINTENANCE

Maintenance costs are pretty well nil. There is so little to go wrong, especially if it is a Belling. Maintenance costs for Belling whole-house electric heating are unlikely to average more than a few shillings a year, efficiency never deteriorates.

FLEXIBILITY

Individual units can be moved without fuss. Electric fires and convectors can be moved round by the housewife. When you move you can take your electric heaters with you, a very important point to remember. The installation can be carried out in stages if it is more convenient and additional heaters can be added at any time—so useful to young couples with limited budgets.

SPEED

Electric radiant heating reaches maximum temperature within a minute or two of switching on—you feel it right away. It's so nice to come home to!

AUTOMATIC

Latest innovation is the automatic time controlled heater costing as little as **£10**. (See p. 49.) Set it to switch on an hour or so before you get up in the morning, set it to switch on before you come home at night, there is no need to come home to a cold house now. No need to heat the house unnecessarily during the day.

STYLING

Modern Belling heaters are available in many styles, contemporary, conventional or period, and in a very wide range of finishes to harmonize with any decoration scheme.

CLEANLINESS

Electric heating is so very clean. Apart from the fact that no loose fuel has to be brought into the house, with electric heating there is no smoke, no fumes, no odour or soot. Saves hours of cleaning every week.

EFFICIENCY

Electricity is 100% efficient, no heat is wasted up the chimney, no heat is used unnecessarily when the room is left at night. Heat is produced where you want, when you want it.

your cooking questions answered

If electric cooking is new to you, you may find this selection of some of the more frequent questions asked in correspondence and at demonstrations interesting. It's so easy to cook with a Belling, it's clean, safe, economical and fast, and perfect results are a certainty.

IS BOILING SLOW?

Boiling on the new red glowing radiant plates is at least as fast as any other means of boiling, and can be controlled down to the lowest simmer with no danger of flame being blown out by draughts.

IS ELECTRIC COOKING MORE EXPENSIVE?

No, generally speaking owing to excellent heat insulation of electric cookers and the competitive price of electricity, electric cooking is cheaper than other means.

WHY IS ELECTRIC COOKING CLEANER?

Because there is no combustion or flame to produce dirt, soot and grime. There are no jets to become clogged, no smell, no noise. The use of harsh caustic cleaners is quite unnecessary.

WHAT IS THE COST OF RUNNING?

A good guide for a family of four or more is about 1½d-2d a person a day as an average.

WHAT IS A GRILL-BOILER?

A grill-boiler is a rectangular double-sided boiling plate made in such a way that whilst boiling or frying on top, grilling or toasting can be carried out underneath.

IS THE OVEN HARD TO CLEAN?

No, because there are no products of combustion, it is generally only necessary* to give a quick wipe round with a soapy cloth. Each Classic Super cooker is supplied with an anti-splash guard for use in the oven pan. In the case of the larger cookers the oven lining comes out in one piece, and the oven roof is removable too. Rollers or wheels are fitted for easy moving.

CAN YOU FRY ON AN ELECTRIC COOKER?

Of course, to perfection, but as the grill on an electric cooker is so superb and so fast, many people prefer to use the grill.

WHAT IS VITREOUS ENAMEL?

It's an almost everlasting glass-like finish fired into the metal at temperatures as high as 1400°F. It is acid-resisting, easy to clean and with just a minimum of care will give a lifetime of service.

DO BELLING COOKERS HAVE GLASS DOORS?

Yes, Belling pioneered the use of inner glass doors and for twenty years or more have fitted their larger cookers with the *full-size* inner glass door that enables you to see the whole oven.

WHY AN INNER GLASS DOOR?

So that there is no loss of heat through the glass into the kitchen. The outer door keeps all the heat in and makes the cooker look neat and tidy.

DO UTENSILS GET VERY DIRTY?

No, they stay cleaner than with any other type of cooker because there is no flame, and they last longer too. Seldom does the outside of a pan need more than a wipe over with a cloth.

IS ELECTRIC COOKING SAFE?

Of course, there is no safer means of cooking, there's nothing to ignite, escape or spill, and no naked flame, that's why electric cookers are invariably chosen for the blind. Controls marked in Braille can be supplied free of charge.

WHY ISN'T THERE A PLATE RACK?

Because it is more hygienic to keep the plates warm and clean in the hotcupboard rather than in the steamy air above the cooker. The hotcupboards of the Classic Super 60 and 70 are heated independently. Owing to the high efficiency of electric cooking there is hardly any waste heat above the cooker.

CAN YOU MOVE AN ELECTRIC COOKER?

All Belling large cookers are mounted either on rollers or wheels for easy moving. As there are no permanent pipe connections the cooker can be re-sited with ease, and of course pulled out for cleaning.

Cakes cooked to perfection every time with a Belling



which heater in the bedroom?

Belling electric heaters are the ideal form of heating for bedrooms. They are so safe because there is no flame or fumes, and there's nothing to leak or smell. They are most economical to use as they heat up so very quickly—reaching full heat in just a few minutes.

There are special models for fitting into fireplaces. Both the Corinthian and Converta (below) fill that unsightly, draughty bedroom fireplace. Wall-fixing panel fires are shown on p. 61.

Convectors provide a very safe form of heat as the elements are completely concealed. The new time-controlled convectors (Zenith, Zephyr and Infra-Zephyr) can be set so that they switch on automatically an hour

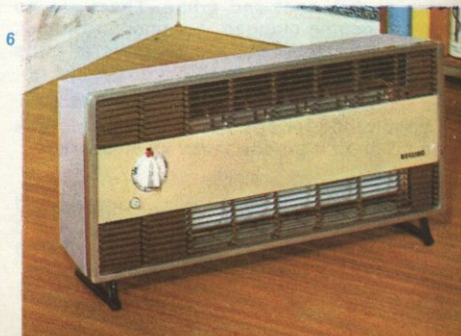
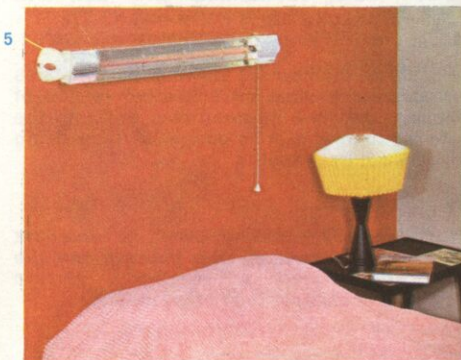
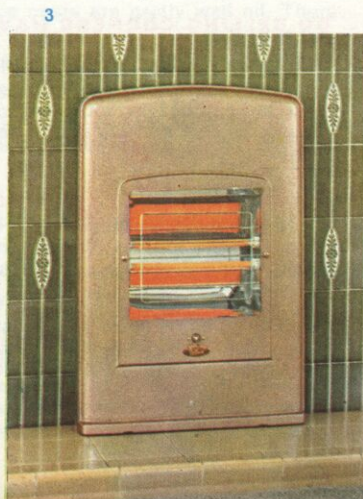
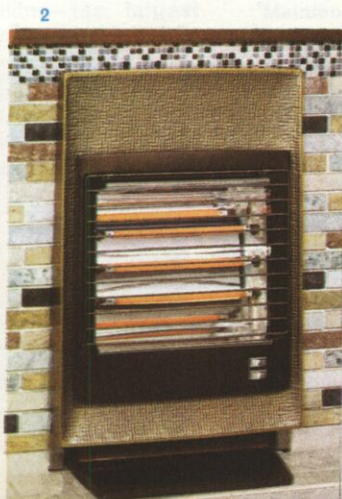
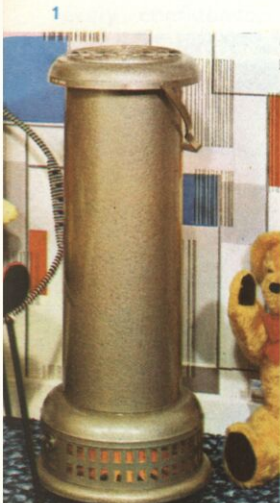
or so before you go to bed or rise in the morning.

The high powered Belling Fan Heater will heat the room in the minimum of time, and can be wall mounted where space is at a premium.

A new automatic version of the Fan Heater is also available. Just set it to switch on exactly when you want it, night or day, in fact any time.

A Belling Belray fitted over the bed and another over the dressing table or hand basin brings a really luxurious note to bedroom heating. Just pull the switch cord and bask in the warmth of the radiant heat without getting out of bed!

- 1 Champion convector (p. 46) from **£4.14.8**
- 2 Corinthian fire (p. 60) **£19.8.2**
- 3 Converta fire (p. 60) **£11.8.5**
- 4 Zenith convector (p. 47) **£7.19.9**. Time controlled **£10.19.6**
- 5 Belray (p. 53) **£5.3.7**
- 6 Fan Heater (p. 54) **£11.19.8**



slide-in conversion fires

In just a few minutes your old fireplace can be converted from old fashioned fuel to clean, modern electric heating. Belling have a range of heaters specially designed for fitting into existing fireplaces—they are the Converta, p. 60, Corinthian p. 60, Hearth, p. 27, Infra-Hearth, p. 26 and Vogue, p. 28.

Just imagine the luxury of as much warmth as you wish at the touch of a switch—no fuel to bring in, no ashes to empty, no smoke or dirt—just clean instant heat. It's so reasonable to run too, you'll be surprised how little it costs.

Conversion is so simple—just take out your old grate and slip in one of the Belling conversion fires in its place, it's all done in a

few minutes, and can be removed immediately when necessary.

The three fuel effect conversion fires, the Hearth, the Infra-Hearth, and Vogue, provide all the fascination of burning logs or coal. You can of course use just the realistic fuel effect without any heat in the Spring, Summer or Autumn—so much nicer than looking at an empty grate.

The Converta, Corinthian and Vogue completely screen the fireplace opening—the Hearth and Infra-Hearth are supplied with a metal damper to prevent unnecessary heat loss up the chimney.

All of these Belling conversion fires will fit any ordinary 16-in. fireplace without alteration. In many cases the Hearth and Infra-Hearth fire can be used in larger fireplaces, simply filling the gap between the imitation fuel effect and the fireback with real coal or small logs, adding an even more realistic touch!

Just two of the many Belling "slide-in" conversion fires.

left

Infra-Hearth 2 kW (three heat) fire, choice of coal or log from **£14.4.0** p. 26

Smaller model Hearth Fire from **£9.19.5** p. 27

right

Vogue 3 kW Radiant-Convactor (11 heat variations) **£23.13.4** p. 28

In addition there are the Converta and Corinthian fires shown opposite

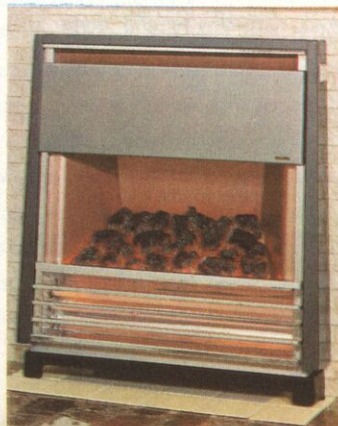
how to keep the heat in AND THE COST DOWN

When you switch on your Belling, the room begins to get warm immediately, but in many rooms as much as half the heat will be wasted. Warmth will escape through cracks around badly fitting doors and windows, up the chimney, and through the roof. Cold air will come through gaps in the floorboards, under the doors and skirting. By taking these simple precautions you can keep your electricity bill down and make electric heating even cheaper still.

- **Fit draught excluder (plastic, rubber or phosphor-bronze) around the doors and windows. Use heavy curtains during the winter whenever possible, particularly over French windows.**

- **Insulate the roof by filling in the space between the joists with one of the many proprietary materials sold for the job. This will avoid a very considerable amount of heat being wasted. For a comparatively small expenditure, and very little effort, this will reduce the cost of heating very considerably.**

- **Stop up cracks and gaps in the floorboards. Blank off disused chimney openings with hard-board and decorate to match room, or fit a cardboard damper in the fireplace. This is particularly important if you have an electric fire or convactor in the fireplace, otherwise a large amount of heat will go straight up the chimney.**



how much does it cost to run?

With the ever-rising cost of solid fuel, the use of electricity for heating is becoming more and more a paying proposition. From the chart below you can calculate accurately the cost of running an electric fire or convector. Providing the correct size of heater has been chosen it will not generally be necessary to have it on full all the time. For example, to heat an average room for six hours it would probably only be necessary to have a 2 kW fire on full for one hour and then on half heat for five hours—the average cost working out at about 2d an hour for the whole evening. On a mild day it would probably cost less, and on a cold day more. You can see how very economical it is! Naturally cost depends on window area, aspect, etc.

Heat Storage Units make use of "off-peak" electricity which is almost half normal prices.

This table shows the cost of running a fire full on for one hour, based on the normal charges for electricity.

	Cost per hour at 1d a unit	Cost per hour at 1½d a unit
750 watt ($\frac{3}{4}$ unit)	$\frac{3}{4}d$	1d
1 kW (1 unit)	1d	1½d
2 kW (2 units)	2d	3d
3 kW (3 units)	3d	4½d

which size heater to use?

From the table below the number of kW's required to heat any size of living-room can be seen at a glance. The size of heater shown allows ample reserve of heat, generally it will only be necessary to have the heater on full for an hour or two: once the room is warm the heat can be reduced considerably. The heat can be provided by one or more heaters—perhaps a radiant fire in the fireplace and convector for background heating.

An average room height of 9 feet has been assumed, and an allowance of 1-1½ watts per cubic foot has been made. The size in bedrooms, halls, etc., can be reduced by about 20%. Rooms that are only occasionally occupied, or that have more than one exposed wall, naturally require more heat, and it is

recommended that a heater a third larger should be used in these situations.

Although this is a very safe guide for average conditions, due allowance should be made for unusually cold aspects, large window areas, etc. If you have any doubt about the size always choose the larger size as this will enable you to heat the room faster and also of course enables the heater to be used in a larger room when necessary.

Of course, the size of heater you choose will be limited by your own house wiring. If you have only the small 5 amp. sockets you will be limited to those heaters with a loading of 1 kW or less. If you have the larger 13 amp. or 15 amp. sockets you may safely use any heater in this catalogue.

HIDDEN SAVINGS In addition, of course, there are the hidden savings—decorations last longer, installation costs are low, heaters can be taken with you when you move, no storage bunkers or tanks are needed, chimneys are not required—just to mention a few of the savings.

TABLE SHOWING SIZE OF HEATERS REQUIRED		Width of Room (in feet)								
			6	8	10	12	14	16	18	20
The figures in black show the required amount of heat in kilowatts (kW). e.g. a room 10' x 14' needs a 2 kW heater. This table does not apply to Heat Storage Units.	Length (in feet)	8	$\frac{3}{4}$	$\frac{3}{4}$	1	1	2	2	2	2
		10	$\frac{3}{4}$	1	1	2	2	2	2	2½
		12	1	1	2	2	2	2	2½	3
		14	1	2	2	2	2	2½	3	3
		16	2	2	2	2	2½	3	3	3
		18	2	2	2	2½	3	3	3	3½

the Clean Air Act and you

The Clean Air Act came into force a few years ago and authorizes local Authorities to set up Smoke Control Areas and to repay up to 70% of the cost of replacing or converting domestic coal-burning equipment in "smokeless zones" to use smokeless fuel.

Electricity is one of the smokeless fuels permitted by the Clean Air Act. Certain Belling fires and convector are eligible for the grant in every area where Clean Air Zones are in operation. You are quite free to choose the method of heating you prefer.

Where these "smokeless zones" have been established, the Local Authority will repay the owner or occupier of a private house up to seven-tenths of the cost either of providing and installing new equipment which will use smokeless fuel, or of converting old equipment to do so. The basis upon which this will be done

will generally be on the cost of the cheapest acceptable alternative method of using smokeless fuel and not necessarily on the cost of the conversion chosen by the owner or occupier of the house.

If your property is affected by the Act, and you are eligible for the grant, you will be notified officially by your local Authority so do not do anything until you hear from them. Your Electricity Board or Electrical Shop will be able to give you advice.

Electricity is the perfect smokeless fuel for heating and cooking. It does away with all problems of stoking, fuel shortage, smell and ash removal, and of course is absolutely clean, and now that electricity can be generated from nuclear power there will always be plenty of it.

Although the Clean Air Act has only been in force a few years, already it has helped a great deal to reduce the amount of smoke hanging over the towns and suburban areas. Already there are signs that even fogs are not so dirty and acrid as a few years back. Great credit is due to the local Councils and all those responsible for the successful enforcement of the Act.

which heaters qualify for grant?

Among the many Belling heaters particularly suitable for Clean Air Act conversions and which can qualify for a grant are:

Hearth (p. 27)	Cheery (p. 19)
Converta (p. 60)	Panel Fires (pp. 56-57)
Corinthian (pp. 58-60)	Waverley (p. 22)
Princess (p. 20)	Medieval (p. 23)

and the wall-fixing versions of the following:

Zephyr (p. 48)	Infra-Zephyr (p. 49)
Radiant Zephyr (p. 45)	Zenith (p. 47)

Provision is made for permanent fixing which is required if a grant is obtained under the Clean Air Act. Many of the latest Belling electric heaters will also be eligible for grant once approval has been granted.

This is the Belling
Hearth fire which is
often used for Clean
Air conversions.
From £9.19.5
See p. 27.



how to wire a plug

In a 3-pin plug it is very important to see that the wires are connected to the correct terminals. A mistake in wiring could cause the appliance to become alive, with serious results.

Connect the earth wire first. This is coloured green and should be connected to the terminal marked E. Then the red wire is connected to the terminal marked L. Finally, the black wire is connected to the terminal marked N. The flex must be securely clamped by the cord-grip before screwing on the top of the plug.

In the case of a 13 amp. plug, care should be taken to see that a fuse of the right capacity is inserted. If in doubt, consult a qualified electrician.

all about the Ring-Circuit

The Ring-Circuit system is a comparatively new means of wiring a house without a great deal of expense. The old method of wiring a house was to wire each socket on a separate length of cable connected to the fuse-board. Even if two sockets were situated fairly close together, each had a separate length of cable. This was obviously expensive.

The new system, which is called the RING-CIRCUIT, overcomes this. Only one length of cable is used, and this is taken right through each room of the house in turn, feeding every socket on the way. (The fixed lighting is, of course, on a separate circuit of its own.) When the cable has passed through all the rooms it returns to the fuseboard, completing the "ring".

When arranging the wiring of a new house or rewiring of an old house, do make sure you have enough sockets in every room—it is false economy to restrict the number of sockets unnecessarily.

One of the great advantages of the Ring-Circuit is the comparative ease with which additional sockets can be added to the circuit at a later date, although naturally it is cheaper to have as many points as possible wired in the original installation.

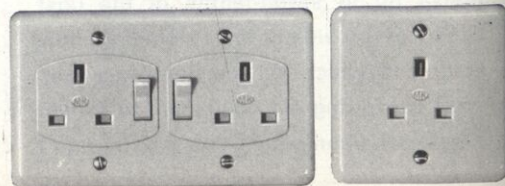
All the sockets on the Ring-Circuit are the same size, so that *any* appliance *whether* it is a small table lamp, radio, or electric fire can be plugged into *any* socket. The plugs are 13 amp. pattern and have rectangular pins.

Each plug is fitted with a cartridge fuse to protect the appliance. This is much more convenient because if a fuse does blow for any reason, nothing else in the house is affected, only the appliance on that particular plug. There is no need to switch off the mains to replace the fuse, a new fuse can be fitted simply by unscrewing the plug. The fusewire is enclosed in a small glass cartridge (see bottom left illustration) and can be inserted in a matter of seconds. Your electrical contractor or service centre will be pleased to advise you about the Ring-Circuit.

TWO COST LITTLE MORE THAN ONE

It is strongly recommended that twin-outlets (illustrated below) are used wherever possible, as this provides an extra socket for only a few shillings more (provided it is ordered at the time of wiring). Twin outlets help to obviate the need of multi-adaptors, so often the cause of bother.

This illustration shows a 13 amp. plug. Wiring a 5 amp. or 15 amp. plug is identical except that a fuse is not fitted.



safety in the home

Electricity is by far the safest of all fuels, thanks to the very high standard maintained by the Electricity Boards, Electrical Contractors and the reputable Electrical Manufacturers, together with the newly formed British Electrical Approvals Board. Accidents are so rare that the safety of electricity tends to be taken for granted. In fact the few accidents that do occur are usually quite avoidable and are due to the carelessness or oversight of the user. The following "do's" and "don'ts" will help to make electricity even safer for you.

FLEX

Avoid long trailing flex.
Never disconnect a plug by pulling on the flex; always grip the plug itself.
Always have frayed flex repaired or replaced immediately.
Do not lay flex under carpets or lino or through doorways or windows.
Never move an appliance by pulling the flex.

CLEANING

Always remove the plug before attempting to clean any part of an appliance.
Do not clean round switches or points with a wet cloth.
Do not touch an appliance, switch, flex or point with wet hands.

NURSERIES

Do not use an ordinary portable fire in the nursery; choose a Belling Belray or Fan Heater mounted high on the wall out of harm's way.
If this is not possible use an enclosed convector.

PLUGS

Always make quite sure your plugs are wired correctly—red wire to terminal L, black wire to terminal N, and green wire to terminal E.
Do not connect green wire to any terminal other than E.

Always screw up the flex-grip in the plug.
Do not connect 3-core flex to a 2-pin plug.
Avoid using multi-adaptors wherever possible, particularly with heaters.

Always use plugs and accessories of the highest quality made by one of the specialist manufacturers.
Do not wire an appliance of continental origin without consulting a competent electrician.
Do not wire a plug with wires other than the conventional red, black and green.

BATHROOMS

Never take a portable appliance of any kind into a bathroom.
Heaters must be fixed out of reach of the bath and taps, and must be wired directly to the house wiring.
Switches must be either of the ceiling type or outside the bathroom.
Bathroom installations must be carried out by a qualified electrician.

COOKING

Do not leave frying unattended.
Avoid accidents by making sure that saucepan handles do not project over the side or front of the cooker.

ELECTRICITY IS SO SAFE

Safe because there is no naked flame, nothing to ignite, nothing to escape or leak, no fumes or odours, nothing to fill or spill. There is no danger from draughts, and draughts cannot effect operation in any way.

IF IN ANY DOUBT consult your Electricity Board, Electrical Contractor or Retailer.

how to read your meter

The meter is quite easy to read and you can keep a record of daily or weekly consumption of electricity.

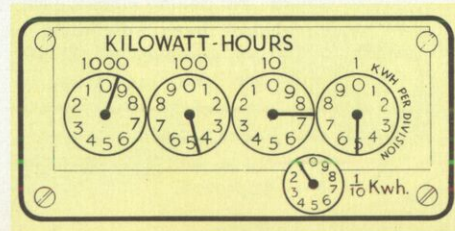
In reading the meter ignore the small dial marked 1/10 kWh and read the other dials from left to right.

The meter illustrated shows 9475 units, and by subtracting your previous reading, the number of units you used in the meantime will be apparent.

The dial hand should always be read as indicating the figure it has last passed and not the one to which it may be nearest.

How to check the running cost

If you have any doubt about the cost of running any particular piece of apparatus it can easily be checked by switching off all the other electrical items in the house and taking two readings at an interval of one hour. The resulting figure will show the number of units used. This is a very useful check if any particular appliance is suspected of consuming an excessive amount of electricity.



British Electrical Approvals Board

BRITISH ELECTRICAL APPROVALS BOARD

The British Electrical Approvals Board for Domestic Appliances, usually referred to as (BEAB), has now come into being. Its aims are to protect and safeguard the British public by testing and approving domestic electrical appliances for safety and durability of safety, in accordance with British Standards, and by maintaining and publishing a list of appliances so approved. Each such appliance will be identified as approved by the carrying of this easily recognizable mark, signifying safety.

The Board is not Government sponsored, but the interim report of the Government Committee on Consumer Protection (known as the Molony Committee), was glad to commend its creation as indicative of the desire of the industry to provide an independent scheme for testing appliances for safety.



All Belling electric fires have been submitted to and approved by BEAB, with the exception of some of the newer models recently introduced, but these will, of course, be approved.

where to use electric heaters

Electric heaters may be used almost anywhere in the room and almost anywhere in the house (bearing in mind that portable appliances must not be used in the bathroom). In the kitchen, too, make sure that the fire is out of reach when you are standing at the sink.

Convectors (and to a lesser extent all electric fires) should not be stood in an open fireplace unless the chimney opening has been blocked with a simple damper of some kind (one can easily be made out of cardboard or similar material) otherwise there will be a considerable wastage of heat up the chimney.

Care should be taken not to leave a fire on a carpet or other floor covering without first making sure that it does not get too warm.

DISCOLORATION OF WALLS

Any form of heating against a light coloured wall will produce a certain amount of discoloration on the wall. As there is no smoke or combustion from electric heaters, little discoloration occurs. However, it is as well not to fix wall-mounting heaters on light coloured wall-paper, and it is always advisable to fit a shelf above the heater. This will help to deflect the rising hot air currents (which carry dust particles) away from the wall.

Precautions—make sure that the floor around the heater is swept thoroughly and regularly and that the heater and the surface above the heater are dusted frequently. Where a fire is stood in the fireplace, make sure that the hearth is clean, and that a little soot has not fallen down the chimney.

replacement parts available

REPLACEMENT PARTS AVAILABLE

Spare parts are available for all Belling products for many years back—in fact spare elements are available for some heaters made fifty years ago.

REPLACEMENT LAMPS

In order to ensure easy replacement of the correct type of lamp for Belling coal and log fires and convectors, genuine Belling lamps in distinctive cartons are now available through every electrical shop or showroom.

These lamps are specially designed and constructed for use in heaters, and are far more reliable and effective than many other types of lamp (often quite unsuitable) that have been offered to the public.

MULTI-ADAPTORS

A common cause of annoyance is due to the use of cheap and inefficient multi-adaptors. Wherever possible have sufficient sockets installed to avoid the need for using these adaptors. This applies particularly in the case of circuits using 13 amp. plugs (rectangular pins). A badly fitting multi-adaptor will cause both the adaptor and plug to overheat, causing an unpleasant smell and possibly causing the fuse in the plug to burn out.

If you have to use a multi-adaptor make sure that both the plug and the adaptor are firmly pushed in.

"Bellini"

Cheery

Elegantly styled, this very attractive new Cheery fire embodies all that is best in radiant heater design. Two powerful rod type elements are mounted in a highly polished reflector. The trim modern lines and two attractive finishes will harmonize with almost any decorative scheme—in lounge, dining-room or bedroom. The fascinating flickering coal effect is enhanced by a polished metal fender surrounding the base.

Either one or both of the elements can be switched on, or just the fuel effect alone can be illuminated when required.

2 kW size
(for medium rooms)
Uses 1 or 2 units
an hour

No.209 £9.3.5

inc. tax
17½" w. × 20½" h. × 9" d.

Finishes:
Steel Grey
Burgundy Bronze

Supplied with
six feet of flex



"Belling"

Princess fire

All the cheerfulness and fascination of the wonderful coal and log effects, with the cleanliness and economy of Belling electric heating, make the Princess a welcome addition to any fireplace.

Its elegant lines are always admired, and its generous dimensions make it suitable for any hearth. The finish is of the highest quality.

The elements can be switched on or off individually, and the fuel effect can be illuminated independently if heat is not needed.

2 kW size
(for medium rooms)

Uses 1 or 2 units
an hour

212 COAL £12.8.6

212A LOGS £12.19.9

3 kW size
(for large rooms)

Uses 1, 2 or 3 units
an hour

213 COAL £13.12.2

213A LOGS £14.4.0

19½" w. x 21" h. x 9½" d.

16½ lb.

All prices include tax

Finishes:

Silver Bronze or

Black and Gold

Supplied with

six feet of flex



"Belling" Empress

Introduced for the first time this year, the Empress is an entirely new design of heater in the contemporary 'square-line' style. A most efficient heater with three separate elements each totally enclosed.

The coal effect is most realistic, accurately reproducing the glow and cheer of a flickering coal fire.

2 kW size (for large rooms)
Uses 700, 1350 or 2000 watts

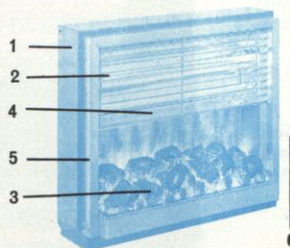
No.207 £18.6.10

inc. tax

25½" wide x 22½" high x 7½" deep

Finish: Dark Steel Grey, with stainless steel surround

Supplied with six feet of flex



1 Attractive 'square-line' body. 2 Highly efficient polished reflector. 3 Realistic flickering coal effect. 4 Three silica enclosed elements. 5 Stainless steel surround. 6 Heavy duty switches.

Delivery: Late Autumn 1963

"Belling"

Waverley fire

A luxurious coal effect fire with three radiant elements. It is large enough to cover the largest fireplace opening, and powerful enough for even the biggest room. Beautifully styled and soundly engineered, the Waverley is produced in three attractive finishes to suit any scheme of decoration, and is altogether a very handsome and effective heater of the finest quality.

One, two or all three elements can be switched on, or just the very realistic flickering coal effect alone can be used when desired—so cosy for the late summer and autumn evenings.

No.264 £19.7.7

inc. tax

3 kW size

(for large rooms)

Uses 1, 2 or 3 units
an hour

22½" w. x 26" h. x 9" d.

27½ lb.

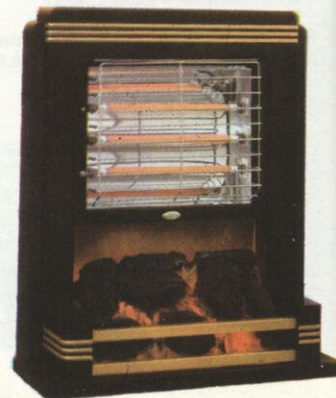
Finishes:

Black and Gold

Two-tone Beige or

Dark Bronze

*Supplied with
six feet of flex*



Medieval fire

a hand-made fire cast in the old style

All the fascination of a coal or log fire with all the convenience, cleanliness and economy of a modern electric fire. These grand fires are hand-cast from molten metal in our own foundry and are perfect examples of modern skill and craftsmanship. Subtle illumination in the base provides realistic burning coal or log effect at the touch of a switch.

Each element can be switched on or off independently, or just the realistic fuel effect alone can be illuminated to provide a cosy glow when heat is not required.

2 kW size (for medium rooms). Uses 1 or 2 units an hour.
20½" wide × 24½" high × 10½" deep 23 lb.

WITH COAL EFFECT
No.639 £16.2.6 *inc. tax*

WITH LOG EFFECT
No.639A £17.3.2 *inc. tax*

3 kW size (for large rooms)
Uses 1, 2 or 3 units an hour
20½" wide × 27" high × 11" deep 25 lb.

WITH COAL EFFECT
No.640 £18.6.10 *inc. tax*

WITH LOG EFFECT
No.640A £19.7.7 *inc. tax*

Finish: Antique (Rustless)
Supplied with six feet of flex





Adam Coal fire

This truly magnificent fire is designed in the authentic Adam style, great attention being paid to even the finest detail.

The fire is made entirely by craftsmen in the Belling foundries and is therefore produced only in limited quantities. The antique appearance is further enhanced by concealing the heating elements behind the very realistic hand-made coal effect.

The heat is reflected forward by the hood at the back of the fire. One, two or three elements can be switched on or, of course, the flickering coal effect can be used without heat.

3 kW size (for large rooms)
Uses 1, 2 or 3 units an hour

No.743B £33.18.8 *inc. tax*

28" high x 32" wide x 18½" deep 28 lb.

Finish:

Armour Bright

Supplied with six feet of flex



"Belling"

Celtic fire

A most realistic reproduction basket grate standing on a pair of authentic dogs.

This grand fire is hand-made in limited quantities by craftsmen in the Belling foundries, and produced with great care.

Concealed heating elements behind the realistic burning log effect, maintain the antique appearance. The heat is reflected forward into the room by the hood over the back of the fire.

The width of the dogs supporting the fire can be varied in order to accommodate it in various hearths.

One, two or three bars can be switched on or, of course, the burning log effect alone can be used when desired.

3 kW size (for large rooms)
Uses 1, 2 or 3 units an hour

No.753B £33.14.6 *inc. tax*

25"h. x 33½" to 35½" w. x 18" d. (see p. 65) 38 lb.

Finish:

Antique (Rustless)

Supplied with six feet of flex



"Belling"

Infra-Hearth

2 kW size (for medium rooms)

Three-heat model

Uses 700, 1350 or 2000 watts

No.157 £14.4.0 inc. tax

No.157A £15.7.8 inc. tax

25" wide x 15" high x 11" deep

Minimum grate size:

16" wide front, 9½" wide back, 8" deep

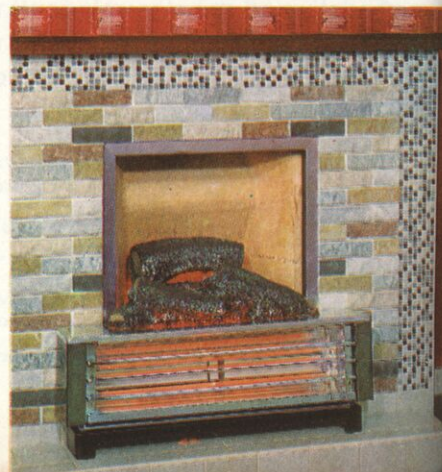
Supplied complete with special damper and six feet of flex

Finish: Dark Steel Grey with bright metal trim.

No heat lost up the chimney. In order to prevent unnecessary loss of heat up the chimney a special damper is supplied with the Infra-Hearth. This metal damper fits into the chimney quite easily.

The Infra-Hearth can be fitted in a few moments—just take out the old grate and slide in your own new labour-saving Infra-Hearth fire—it's all so easy

An entirely new and attractively styled hearth fitting fire, designed to fit any 16" fireplace without any need for alterations. Three of the latest silica enclosed elements are fitted providing a choice of three different heats, making it very economical to use. Available with either realistic coal or log effect.





Hearth fire

2 kW size (for medium rooms)
Uses 1 or 2 units an hour

No.159 COAL £9.19.5

No.159A LOGS £12.5.7

19" wide × 12" high × 14½" deep 14½ lb.

Minimum grate size: 16" w. front, 9½" w. back, 8½" d.

*Finishes: **Bright** (Rustless) or **Bronze***

Supplied complete with special damper and six feet of flex

The Hearth Fire can be fitted in a few moments—just take out the old grate and slide in your new labour-saving Hearth fire—it's all so easy

No heat lost up the chimney. To prevent loss of heat up the chimney a special damper is supplied, this fits into the chimney quite easily.



In just a few minutes your old fireplace can be converted from old fashioned fuel to clean, modern electric heating, whilst retaining all the fascination of burning logs or coal. Use one or two bars or in the summer or autumn just use the attractive fuel effect on its own.



Vogue 11 heat radiant-convector

An entirely new thought in electric heater design, a heater with a wonderful performance. The new up-to-the-minute Vogue is a combined radiant-convector. Rapid heating is achieved by three silica enclosed elements built into a highly polished reflector in the base of the heater.

In the top of the heater, concealed behind an attractive contrasting panel, is a 1 kW convector heater to provide adequate background heating.

The Vogue fits flush into any 16" or 18" fireplace (without the necessity for any alterations) completely covering the old fireplace opening, or it can of course be used as a free-standing heater.

Choice of two-tone neutral grey or attractive bright gold finish makes it suitable for use in almost any fireplace and harmonizes with any colour scheme.

A most attractive flickering coal effect gives all the fascination of burning coal without the hard work! No fuel to bring in, no ashes to empty, no dirt or smoke—just clean instant warmth.

RADIATION AND CONVECTION

Combination of radiation and convection gives you the best of both heating worlds—use convection for gentle background warmth, or radiation for immediate radiant heat—or any combination of the two!

3 kW size (for large rooms)

Convector uses $\frac{1}{2}$ or 1 unit an hour

Radiant heater uses 650, 1300 or 1950 watts

No.722 £23.13.4 inc. tax

24½" wide × 27" high × 8½" deep. 35 lb.

Finishes: Two-tone Steel Grey or two-tone Bright Gold.

Supplied with six feet of flex

- 1 Warm air outlet
- 2 Heavy-duty switches
- 3 Convector unit
- 4 Flickering coal effect
- 5 3 silica enclosed radiant elements
- 6 Heavy base

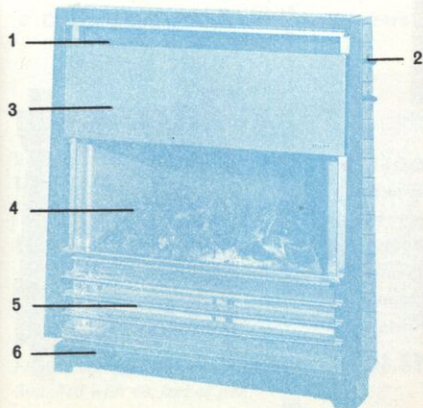
● Heater fits flush into any 16" or 18" fireplace, or can be used as a free-standing heater.

11 different heat settings

Select just which heat you like—choose from any of the 11 different settings the one that is just right for your particular need at any moment. More background heat, less radiant heat—less background heat, more radiant heat—all at your finger tips.

Chart Showing 11 Heat Settings

CONVECTOR	RADIANT ELEMENTS
HALF	OFF
HALF	1 BAR
HALF	2 BARS
HALF	3 BARS
FULL	OFF
FULL	1 BAR
FULL	2 BARS
FULL	3 BARS
OFF	1 BAR
OFF	2 BARS
OFF	3 BARS



"Bellina"

Dinkie fire

This very useful fire is designed to meet the demand for a really efficient portable fire at the lowest possible price consistent with quality and safety. Plates, milk or food can be kept warm on the flat top. An all round general purpose fire for home or office.

No.601 £2.7.4 *inc. tax* ▼

1 kW size (for small rooms)

Uses 1 unit an hour

12" w. x 11½" h. x 6½" d. 5 lb.



601

▼ **No.602 £3.14.0** *inc. tax*

2 kW size (for medium rooms)

Uses 1 or 2 units an hour

12½" w. x 14½" h. x 7½" d. 7½ lb.

THREE BAR MODEL ▼

No.603 £4.18.10 *inc. tax*

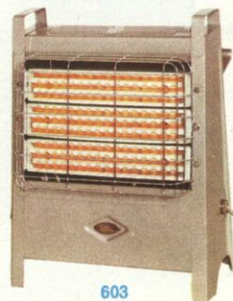
1.8 kW size (for medium rooms)

Uses 600, 1200 or 1800 watts

12½" w. x 14½" h. x 7½" d. 8 lb.

Finish: Silver Bronze

Supplied with six feet of flex



603

NEW 3 BAR ECONOMY MODEL ▼

To provide utmost economy this new version No.603 has three bars to provide a wider choice of heat output—low heat being ideal when it is only required to take the chill off the room. A very economical and sturdy heater.

No.603 £4.18.10



Empire fire

Beautifully finished in smooth, easily cleaned vitreous enamel, the Empire is the ideal general purpose fire for home, office or shop. It is very strongly constructed of cast iron, and is undoubtedly the most attractive heavy duty fire made. A fire that will give a lifetime of service, and always look new.

- Extra sturdy construction
- Solid cast iron body
- Finest quality vitreous enamel permanently bonded to iron
- Folding carrying handle
- Choice of two or three multi-parabola bars

No.402E £4.14.8 *inc. tax*

2 kW size (for medium rooms)
Uses 1 or 2 units an hour
14½" w. × 13½" h. × 4½" d. 13½ lb.

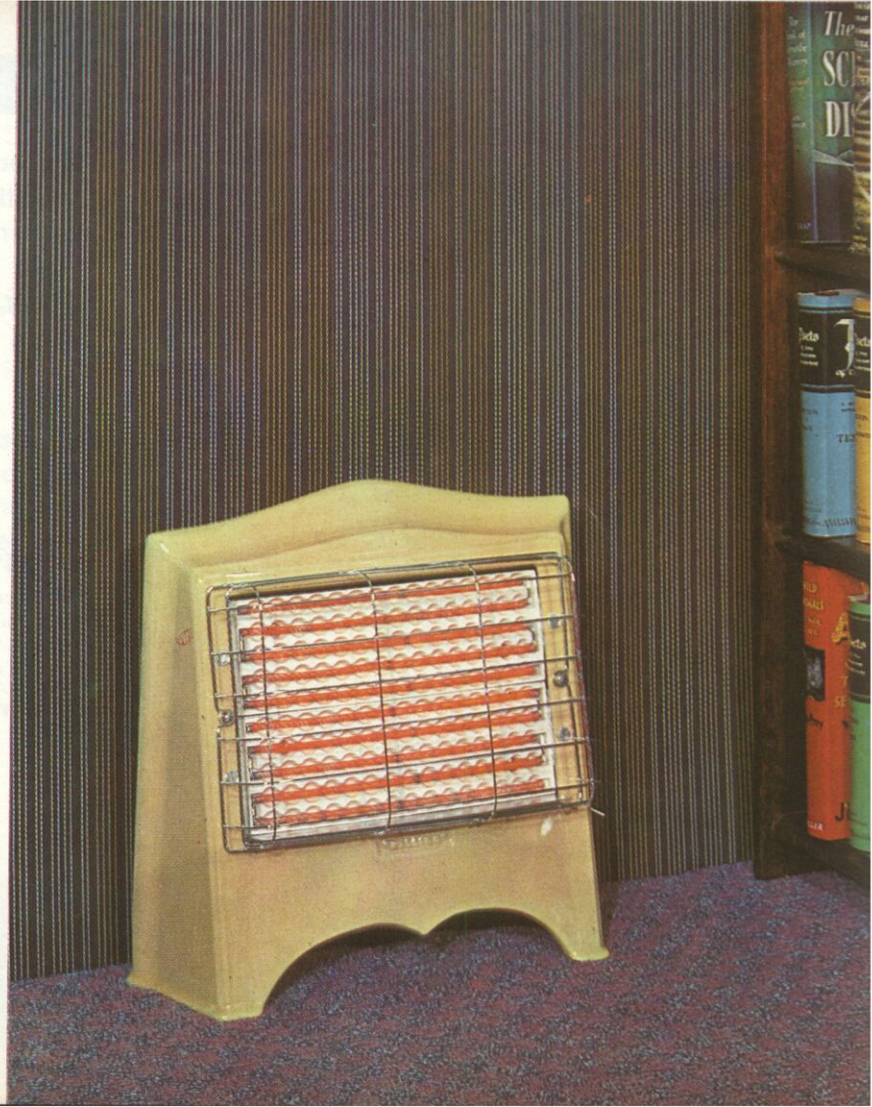
No.403E £6.4.3 *inc. tax*

3 kW size (for large rooms)
Uses 1, 2 or 3 units an hour
14" w. × 16½" h. × 5½" d. 20 lb.

Finish: Beige Vitreous Enamel
Supplied with six feet of flex



403E





Hotspur fire

As soon as you switch on you will feel the intense radiant heat from this very smart and efficient Hotspur fire. Light enough to carry from room to room and sturdily constructed to give years of warm comfort. A very handy but powerful little heater that makes an ideal gift which will be remembered for years.

- highly polished reflector
- plastic carrying handle
- choice of three colours
- compact modern design
- choice of 1 or 2 bars

No.141 £3.16.11 *inc. tax*

1 kW size (for small rooms)

Uses 1 unit an hour

15½" w. × 11" h. × 8½" d. 7 lb.

**Finishes: Guardsman Red,
Citron Yellow, Silver Bronze**

Supplied with six feet of flex

No.142 £4.14.8 *inc. tax*

2 kW size (for medium rooms)

Uses 1 or 2 units an hour

15½" w. × 11" h. × 8½" d. 8 lb.



"Belling"

Beacon fire

2 kW size (for medium rooms)

Uses 1 or 2 units an hour

No.162 £6.7.3 inc. tax

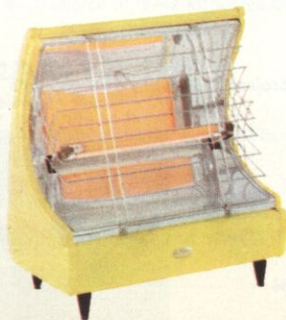
16 $\frac{3}{4}$ "w. x 16 $\frac{3}{4}$ "h. x 8 $\frac{1}{2}$ "d. 11 lb.

**Finishes: Guardsman Red, Old Gold,
Sky Blue, Citron Yellow**

Supplied with six feet of flex

Beautifully styled yet very moderate in price the Beacon is a handsome, well proportioned fire. Choice of four gay colours to blend with any furnishing scheme. Two rod elements are mounted in a highly polished reflector to project pleasant radiant heat.

- highly polished reflector
- concealed carrying handle
- choice of 4 colours
- attractive styling
- mounted on four smart tapered feet



33





Solray

*an elegant
portable fire
with adjustable
reflector*



This elegant design will blend with any furnishing scheme and can be used as a portable fire or, if required, can be mounted on the wall. The highly polished wide angle reflector is swivel mounted. It can be adjusted to any angle so that the radiant heat can be directed to any part of the room. The Solray has black side pieces, with contrasting cream end caps and base. It has a concealed carrying handle and can be carried easily from room to room. This very attractive fire makes an ideal gift, as it can be used in any room.

No.151 £4.14.8 inc. tax

1 kW size (for small rooms)

Uses 1 unit an hour

18½" wide × 12" high × 7½" deep. 5 lb.

Finish: Cream and Black

Supplied with six feet of flex

No.152 £6.13.9 inc. tax

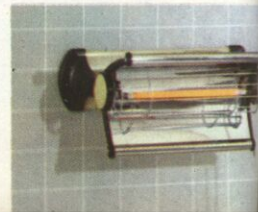
2 kW size (for medium rooms)

Uses 1 or 2 units an hour

18½" wide × 13½" high × 7½" deep. 8 lb.

- Highly polished reflector
- Adjustable reflector can be set to project heat at any desired angle
- Concealed carrying handle
- Contrasting base and end caps
- Choice of one or two bars
- Available for wall mounting

Wall-fixing strap and cord 4s 9d. When wall mounted the 152 should be fitted with a switch cord attachment 6s 7d.



"Bellini" Modern fire

This distinctively designed reflector fire is fitted with a large double-well reflector to direct radiant heat wherever it is needed. It is soundly constructed in pressed steel with a contrasting die-cast surround, and is available in a choice of three unusually attractive colour schemes.

The Modern fire is easily carried from room to room, looks attractive in any surroundings, and will give years of efficient service. Altogether a very efficient and safe heater for the medium-size room.

- Highly polished reflector
- Twin beam reflector projects heat downward to keep your feet warm and upward for general warmth.
- Heat resisting plastic carrying handle
- Heavy base for stability
- Use one or two bars
- Contrasting surround to reflector
- Heavy duty switches
- A choice of three attractive finishes

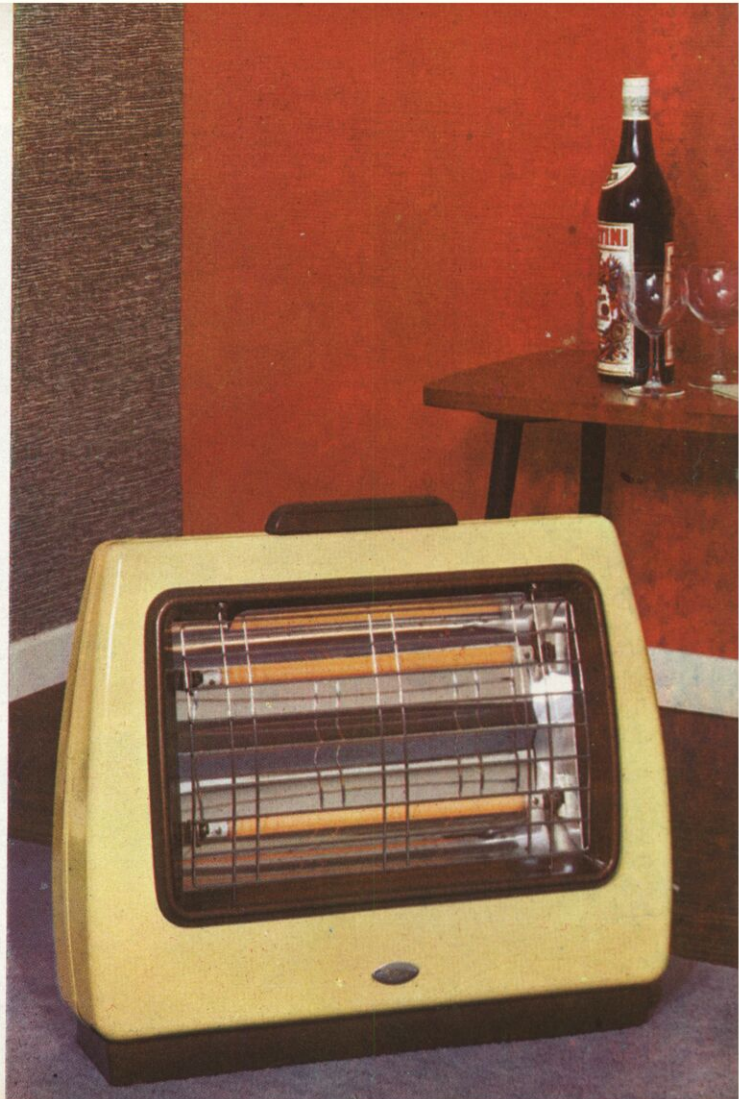
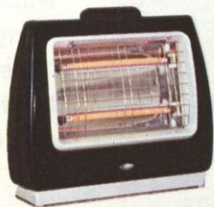
No.228 £8.8.8 *inc. tax*

2 kW size (for medium rooms)
Uses 1 or 2 units an hour
20" wide × 16½" high × 6½" deep. 17 lb.

Finishes:

Silver Bronze with Brown surround
Beige with Brown surround
Black with White surround

Supplied with six feet of flex



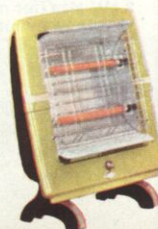
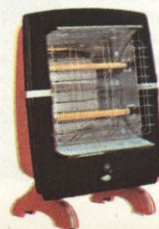
"Bellina" Countess fire

A new Countess fire in your home brings a feeling of warmth and luxury, its clean, neat lines and colourful elegance will change the appearance of the whole room. Carry it with one hand from room to room, set it down just where you want it—by the television set or in the hearth, in the bedroom or in the lounge.

Switch it on and almost at once you feel the warmth radiate from its brilliant reflector. Choose from two sizes, the two-element fire for average size rooms, or the three-element fire which gives sufficient heat for even the largest living-room.

See the two new exciting, attractive colours—bright gold and copper blush—neutral yet lively and different (main illustrations).

234 3kW £8.9.10. Copper Blush



a contemporary fire of outstanding appearance

- Twin beam reflector projects heat downwards to keep your feet warm and upwards for general warmth
- Highly polished reflector
- Concealed carrying handle
- Mounted on two feet with rubber studs
- Choice of six unusual colours
- Three two-colour models with contrasting backs and feet

No.233 £6.19.1 *inc. tax*

2 kW size (for medium rooms)

Uses 1 or 2 units an hour

18½" wide × 19¾" high × 7½" deep. 13½ lb.

No.234 £8.9.10 *inc. tax*

3 kW size (for large rooms)

Uses 1, 2 or 3 units an hour

18½" wide × 19¾" high × 7½" deep. 13½ lb.

Finishes:

Copper Blush

Bright Gold

Citron Yellow (Black back)

Guardsman Red (Black back)

Black (Guardsman Red back)

Silver Bronze

Supplied with six feet of flex



233 2kW £6.19.1. Bright Gold



"Pellina"

Adam fire

*a very charming and unusual
reproduction antique fire*

No.915 £16.5.5 *inc. tax*

2 kW size (for medium rooms)

Uses 1 or 2 units an hour

24" wide × 20½" high × 7" deep. 16 lb.

No.916 £18.18.8 *inc. tax*

3 kW size (for large rooms)

Uses 1, 2 or 3 units an hour

25½" wide × 22½" high × 7½" deep. 19 lb.

Finish : Armour Bright (Rustless)

Supplied with six feet of flex



The Adam style has been faithfully interpreted in this handsome fire which is so suitable for those requiring a fire to blend with period decoration. Perfectly finished in every detail and hand made by craftsmen in our own foundries.





Melrose

No.274 £17.12.1 *inc. tax*

3 kW size (for large rooms)

Uses 1, 2 or 3 units an hour

22½" w. x 26" h. x 8½" d. 24 lb.

Finishes:

**Two-Tone Beige or
Black and Gold**

Supplied with six feet of flex

- Twin beam reflector projects heat downward to keep your feet warm and upward for general warmth
- Switch on 1, 2 or 3 elements
- Illuminated base provides ample lighting for television viewing
- Covers any fireplace opening

◀ BELLING ADAM FIRE

- Hand cast in aluminium
- Individually hand burnished
- True Adam style decoration and ornaments
- Choice of two bar or three bar models
- Realistic Armour Bright finish
- Fitted with multi-parabola fire-bars producing radiant heat and convection



The Melrose incorporates a beautifully designed translucent base to provide restful background lighting for your television viewing. It is large enough to cover any fireplace opening, and the heat output from its three bars is ample for even the largest room. The translucent base can be illuminated even when the elements are off.



No. 867 PORTABLE £19.16.5

3 kW size, uses 1, 2 or 3 units an hour
 34½" wide × 25½" high × 6½" deep

Finish: Mahogany surround, with Pale Copper body.

No. 867F WALL MODEL £18.18.8

3 kW size, uses 1, 2 or 3 units an hour
 34½" wide × 23" high × 4½" deep

AC only. Supplied with six feet of flex

"Bellini" Zodiac

A new departure in heater design. This powerful 3 kW heater is housed in an attractive mahogany wooden frame, making it ideal for almost any room setting. Covers even the widest fireplace opening, or can be stood anywhere in the room. Three silica enclosed elements are mounted in a highly polished reflector and project intense radiant heat over a wide area.

WALL FIXING MODEL. One of the neatest wall fixing designs. The back of the heater is hinged to enable it to be fixed to the wall with the minimum of difficulty.





Jubilee

Time controlled radiant-convector

The last word in luxury heating! This new up-to-the-minute model incorporates all the very best features in modern design. A truly magnificent heater of generous proportions, it is constructed of polished cast aluminium and steel, and embodies cheery glowing illumination.

The Jubilee is a combined radiant-convector designed to heat the largest room speedily. Rapid heating is provided by three silica enclosed radiant elements built into highly polished reflectors. A 750 W three-heat convector is incorporated in the heater and provides ample background heat.

3 kW size (for large rooms)
Convector uses 187, 375 or 750 watts
Radiant heater uses 750, 1500 or 2250 watts

No.123 £35.10.0 *inc. tax*

28½" wide × 24" high × 7" deep. AC only

Finish: Bronze with Armour Bright surround

Supplied with six feet of flex



15 HEAT VARIATIONS. There are 15 different heat settings to provide a full range of heat from extremely low to maximum (the 15 heat variations are the same as on the Flair, see chart on page 43).

AUTOMATIC TIME CONTROL. A further refinement is a time switch which enables the convector to be switched on quite automatically to warm your room before you get up, or before you come home.

CONCEALED CONTROLS. All control knobs and switches are concealed under a lid in the top of the heater. The knobs on the left control the timer and convector, and the switches on the right control the radiant elements.

3 kW size (for large rooms)
Convactor uses 187, 375 or 750 watts
Radiant heater uses 750, 1500 or 2250 watts

No.861 £21.6.0 *inc. tax*

26" wide × 21½" high × 6½" deep
AC only

Finish:

**Dark Bronze with Copper Sheen or
Old Gold with Copper Sheen**

Supplied with six feet of flex

**CHART SHOWING THE
15 HEAT SETTINGS**

Convactor	OFF	OFF	OFF
Radiant*	1	2	3
Convactor	LOW	LOW	LOW
Radiant*	1	2	3
Convactor	MED	MED	MED
Radiant*	1	2	3
Convactor	HIGH	HIGH	HIGH
Radiant*	1	2	3
Convactor	LOW	MED	HIGH
Radiant*	OFF	OFF	OFF

* The figures in this chart show the number of radiant elements switched on.

15-heat radiant convector

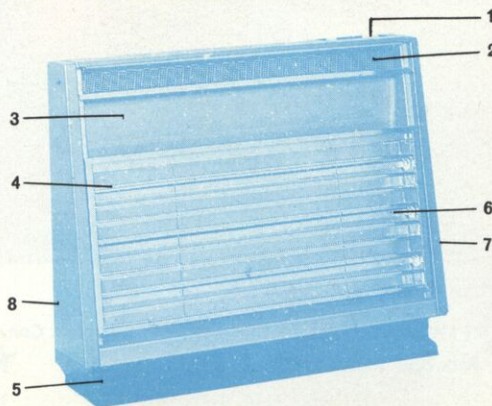
An entirely new and imaginative design, the Flair presents a completely new outlook on electric heater appearance. The Flair is a combined radiant-convector with subtle warm glow on the recessed back panel and from behind the elements.

Rapid heating is provided by three silica enclosed radiant elements built into highly polished reflectors in the base of the heater. Effective background heating is provided by the three-heat convector unit in the top of the heater.

The Flair will heat the largest lounge or dining-room speedily, and will grace any surroundings with its dignified and restrained styling.

15 HEAT VARIATIONS. Neat, recessed control panel provides fifteen different heat settings ranging from extremely low heat to maximum, and enables the right combination of radiant and convected heat to be selected for any conditions.

- 1 Recessed controls, on top for easy access
- 2 Warm air outlet
- 3 Illuminated panel
- 4 3 silica enclosed radiant elements
- 5 Heavy base
- 6 Sturdy safety guard
- 7 Flush fitting back panel
- 8 Pressed steel body finished in Dark Bronze or Old Gold



● The Flair will stand flush in fireplace and is large enough to cover most fireplace openings, or can be used anywhere in the room.



Radiant-Zephyr

5-Heat Radiant-Convactor

This attractive, luxurious heater combines the pleasant background warmth of a convactor with all the benefits of immediate direct radiant heat. The Radiant-Zephyr provides five different degrees of heat: you can use just the low consumption convactor, or either or both of the rod-type radiant elements, or for really rapid heating you can bask in the warmth of all three elements on together!

The Radiant-Zephyr shares the slim elegance and gleaming old gold and bronze finish of the Zephyr convectors (described on page 48) and of course matches perfectly. Whether you choose the portable model or the space-saving wall-mounting model you can be sure that your Radiant-Zephyr will be a constant source of admiration and will add a new look of distinction to the room.



2½ kW size. Radiant fire uses 1 or 2 units an hour. Convactor uses ½ unit an hour.

No.854 PORTABLE £12.19.9 *inc. tax*

19¼" wide × 22¼" high × 6½" deep. 19 lb.

No.854F WALL £12.19.9 *inc. tax*

19¼" wide × 21" high × 5" deep. 16 lb.

"Prestige"

Radiant-Zephyr 5-Heat Radiant-Convactor

- Low temperature convactor
- Powerful twin radiant elements
- Heavy safety guard
- Attractive warm red glow from internal illumination
- Gold toned front panel
- Highly polished reflector
- Twin beam reflector projects heat downward to keep your feet warm and upward for general warmth

FIVE DEGREES OF HEAT

The switching of both models of the Radiant-Zephyr is arranged to provide five degrees of heat— $\frac{1}{2}$ kW, 1 kW, $1\frac{1}{2}$ kW, 2 kW or $2\frac{1}{2}$ kW.

854F £12.19.9



854 £12.19.9

Finish: **Old Gold** panel with **Bronze** body

Supplied with six feet of flex

"Bellina"

Champion convectors

One of the most effective convectors ever produced, the Champion is designed to meet the need for a really safe portable heater at a very competitive price. The high velocity warm air currents are produced by specially designed long-life black-heat elements, carefully positioned to ensure that the body of the heater remains at a safe temperature. It is robustly made, but light enough to carry with ease.

It is particularly safe where there are children about as there are no exposed elements, and even if knocked over cannot cause any harm.

All models are fitted with a switch to reduce the heat to half when desired, so keeping running costs down.

The compact wall-fixing model is particularly useful for halls, cloakrooms, bedrooms, etc.—in fact wherever an unobtrusive supply of warmth is required.

PORTABLE MODELS

No.91A £4.14.8 *inc. tax*

$\frac{3}{4}$ kW size. Uses $\frac{3}{8}$ or $\frac{1}{2}$ unit an hour
22 $\frac{3}{4}$ " high \times 9 $\frac{3}{4}$ " diameter. 5 $\frac{1}{2}$ lb.

No.92A £5.6.6 *inc. tax*

1 $\frac{1}{2}$ kW size. Uses $\frac{3}{4}$ or 1 $\frac{1}{2}$ units an hour
23 $\frac{3}{4}$ " high \times 10 $\frac{1}{4}$ " diameter. 6 $\frac{3}{4}$ lb.

Finish: Silver Bronze

Supplied with six feet of flex

WALL-FIXING MODEL ▲

No.85 £6.12.0 *inc. tax*

$\frac{3}{4}$ kW size. Uses $\frac{3}{8}$ or $\frac{1}{2}$ unit an hour
6" wide \times 27 $\frac{1}{2}$ " high (including
deflector shelf) \times 5" deep. 7 $\frac{3}{4}$ lb.

Wall
model
85



Safe even if knocked over

"Belling" Zenith

1½ kW size. Uses ⅓, ⅔ or 1½ units an hour

PORTABLE MODELS

No.95 £7.19.9 inc. tax ▶

No.95T AUTOMATIC £10.19.6 inc. tax ▼

28" wide × 19½" high × 7" deep. 18½ lb.

WALL MODELS

No.95F £7.19.9 inc. tax

No.95TF AUTOMATIC £10.19.6 inc. tax

28" wide × 18" high × 4" deep. 18 lb.

Finishes: Cream/Chocolate, Silver Bronze

Supplied with six feet of flex. AC only

THREE HEAT CONTROL is fitted to enable the heater to be run at full heat or reduced to half or quarter heat for maximum economy.

TIME CONTROLLED MODEL—now available with Automatic Time Control which can be set to switch on at any time up to 27 hours. Set it to switch on before you get up, or before you come home—what luxury!

95T £10.19.6



The remarkably slim lines and graceful appearance of the Zenith will blend with any furnishing scheme. In the lounge or dining-room it will provide gentle but adequate background warmth, in the hall it will help to take the chill off the whole house.





Zephyr convector

No.851 £10.10.1 *inc. tax*

1 kW size (for small rooms)
Uses $\frac{1}{2}$, $\frac{1}{2}$ or 1 unit an hour
19 $\frac{1}{2}$ " wide \times 22 $\frac{1}{4}$ " high \times 6 $\frac{1}{4}$ " deep. 20 $\frac{1}{2}$ lb.

◀ No.852 £13.12.2 *inc. tax*

No.852T Automatic £16.17.3 *inc. tax*

2 kW size (for medium rooms)
Uses $\frac{1}{2}$, 1 or 2 units an hour
33" wide \times 22 $\frac{1}{4}$ " high \times 6 $\frac{1}{4}$ " deep. 31 $\frac{1}{2}$ lb.

No.853 £18.6.10 *inc. tax*

3 kW size (for large rooms)
Uses $\frac{3}{4}$, 1 $\frac{1}{2}$ or 3 units an hour
45" wide \times 22 $\frac{1}{4}$ " high \times 6 $\frac{1}{4}$ " deep. 41 lb.

Supplied with six feet of flex. AC only

DC models 5s 11d extra

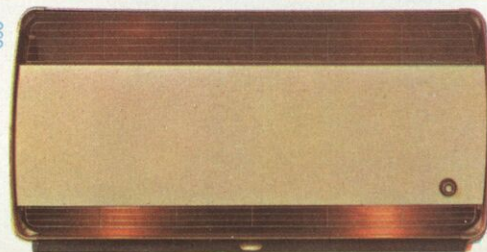
Provision for Belling Remote Thermostat (page 52)

Finish: Old Gold panel with Bronze body

THREE-HEAT CONTROL. All Zephyrs are fitted with three-heat control enabling the convector to be run at full heat or reduced to half or quarter heat for maximum economy

Britain's most elegant convector. Complete your furnishing with a Zephyr and at once the room takes on a new look of distinction. Choose a Zephyr for its slim elegance, its gleaming finish and for the luxurious warmth it spreads everywhere. The Zephyr with the warm glow of its illumination is bound to be the focal point of any room.

TIMECONTROLLED MODEL. The 2kW Zephyr is now available with Automatic Time Control. Just set the dial and it will switch on at any time up to 27 hours—set it to heat up before you get up in the morning, or before you come home at night. **852T £16.17.3**



"Belling"

Infra-Zephyr

No.855 non-auto

£18.6.10 inc. tax

No.855T automatic

£21.11.5 inc. tax

2½ kW size

Convactor uses ½, 1 or 2 units an hour

Radiant heater uses ¾ unit an hour

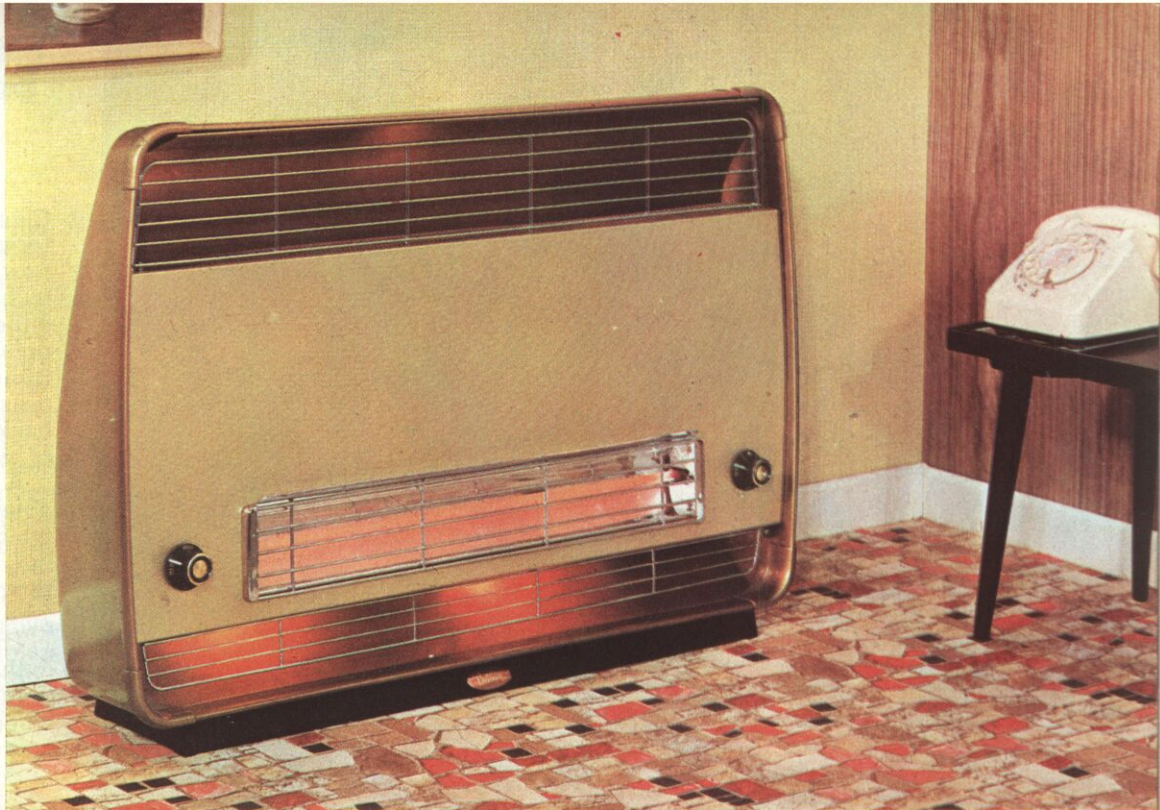
33" w. x 22½" h. x 6½" d. 36 lb.

Finish: Old Gold panel with Bronze body

Supplied with six feet of flex. AC only

Provision for Belling Remote Thermostat (see page 52)

◀ **WALL-FIXING MODELS** of Zephyrs and Infra-Zephyrs are available. Prices and dimensions as portable models except that the height is 21" and the depth is 5". Can be fitted easily to any wall. (Add F to list No.) ▶



A combined convactor and radiant heater. In addition to a powerful convactor the Infra-Zephyr incorporates an efficient radiant heater. This very effective combination offers the best of both worlds: convection for general warmth, and radiant heat for immediate warmth. The radiant heater in the base ensures a comfortable temperature at floor level, which is not always possible with an ordinary convactor.

TIME CONTROLLED TOO—now available with Automatic Time Control. Just set the dial and it will switch on at any time up to 27 hours—set it to heat up before you get up in the morning, or before you come home at night.

855T £21.11.5

SEVEN DEGREES OF HEAT. The switching of the Infra-Zephyr is arranged to provide seven degrees of heat—½ kW, ¾ kW, 1 kW, 1½ kW, 2 kW and 2½ kW.



"Belling"

Zeta

low temperature radiator

Classic in design, perfect in performance, the Zeta is a completely new and distinctive heater designed to be used singly or in multiples either as the sole means of heating or for effective background heating. Soundly constructed in heavy pressed steel, the ribbed front and back are attractive from all angles of view.

A fully variable thermostat enables any degree of warmth to be maintained, whilst automatic cut-out control prevents the surface temperature from rising above a safe level.

The Zeta can be used anywhere in the house, in the dining-room or lounge, hall or landing, in fact, anywhere where space is at a premium.

PORTABLE MODEL

1 kW size. Uses 1 unit an hour

No.200 £13.18.1 *inc. tax*

21" high × 34" wide × 1½" deep (feet 5" deep)

Provision for Belling Remote Thermostat (see page 52)

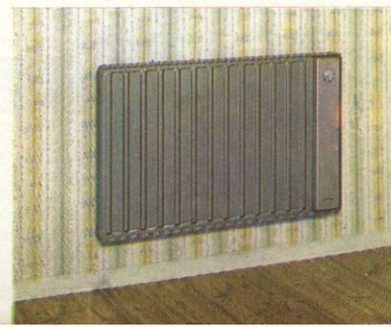
Finish: Silver Grey with contrasting panel. AC only. Supplied complete with six feet of flex

WALL MODEL

1 kW size. Uses 1 unit an hour

No.200F £13.18.1 *inc. tax*

21" high × 34" wide × 1½" deep (projection from wall 3")





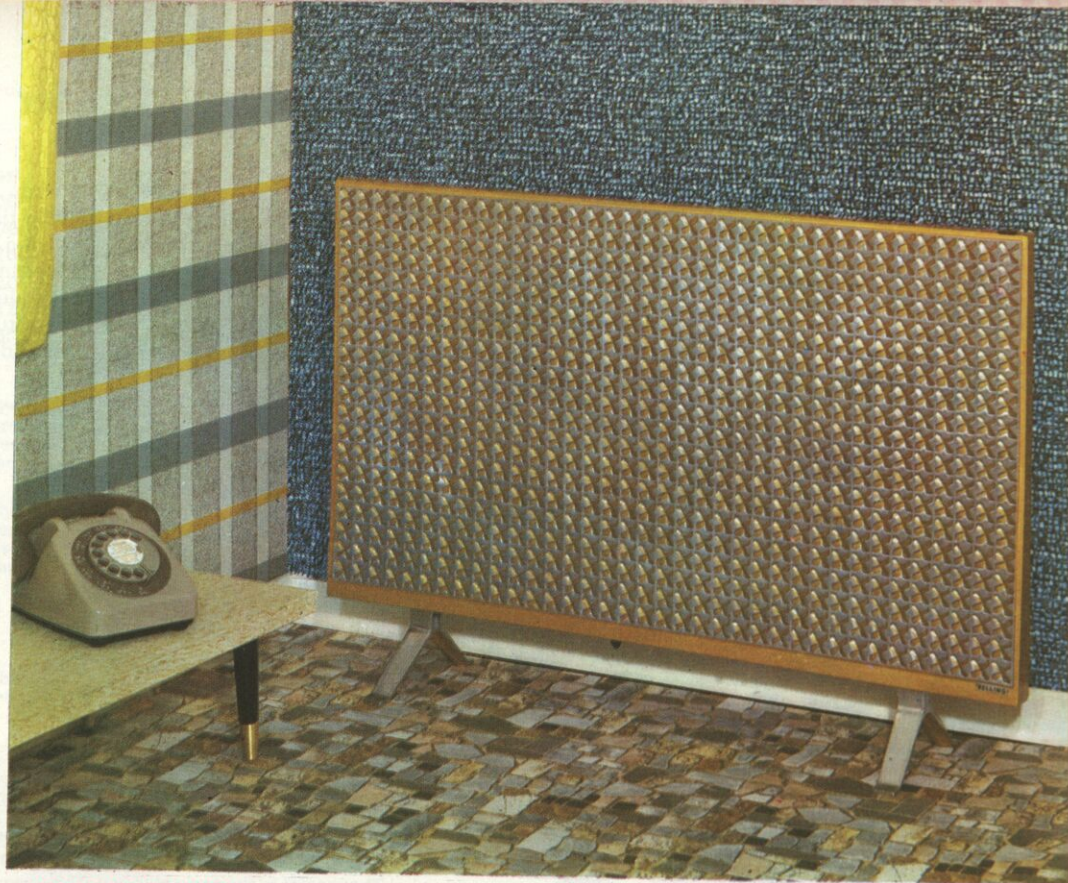
Olympic

low temperature radiator

With its bold textured relief, the Olympic presents a completely fresh conception of heater design, combining sound engineering qualities with unusually attractive appearance. It has a refractory insulated element, designed for long life. There is nothing to leak, and naturally there are no fumes.

Fully variable thermostatic heat control is incorporated, together with an automatic cut-out which prevents the surface temperature rising above a safe level.

The cast aluminium body has a very unusual and decorative textured relief finished in a choice of three different colours—old gold, grey or dark bronze—a colour for every furnishing scheme.



PORTABLE MODEL

1 kW size. Uses 1 unit an hour

No.190 £25.5.11 *inc. tax*

35½" wide × 20½" high × 1½" deep (panel only)

Overall height 24½", overall depth of feet 8½"

Provision is made for fixing Belling Remote Thermostat (see page 52)

WALL-FIXING MODEL

1 kW size. Uses 1 unit an hour

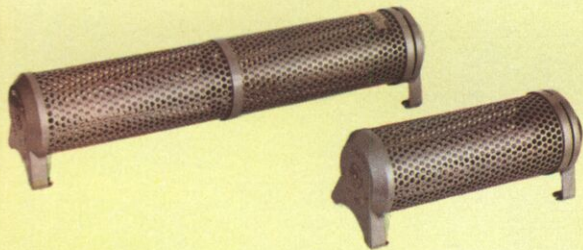
No.190F £24.11.1 *inc. tax*

35½" wide × 20½" high × 1½" deep

Overall projection from wall 2½" (including brackets)

Finishes: Grey, Old Gold, Dark Bronze

Supplied with six feet of flex. AC only



Handy Heater

When you've bought a Handy Heater, you'll wonder how ever you managed without it. You will find uses for it in the airing cupboard, greenhouse, garage, workshop, in the loft to stop pipes from freezing, and even for incubating chicks.

It forms the ideal basis for converting a disused cupboard into a fine airing cupboard. Fit one in your existing airing cupboard so that you can air your clothes in the spring, summer and autumn when your water tank may not be in use. (A competent electrician should always be consulted about bathroom installations.)



Air Warmer (illustrated below)

A really reliable, sturdy, non-luminous heater for wall or floor mounting (see note below). It is made of cast iron, and the element is totally enclosed. Ideal for workrooms, garages and for many industrial purposes. Particularly useful in photographic darkrooms.

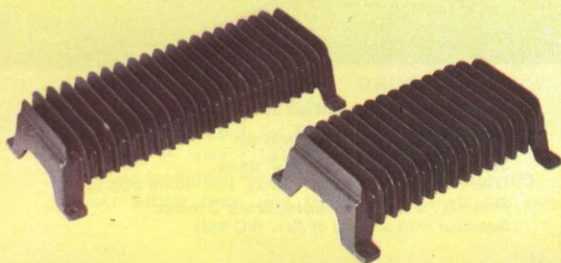
No.961A £3.3.4

500 watt size. Uses $\frac{1}{2}$ unit an hour
8" wide \times 13 $\frac{3}{4}$ " long \times 3 $\frac{3}{4}$ " high. 14 $\frac{1}{2}$ lb.

No.962A £3.14.0

1 kW size. Uses 1 unit an hour
8" wide \times 18" long \times 3 $\frac{3}{4}$ " high. 18 lb.

Must be fixed on special stand if not used on concrete floor.
961A 10s 3d, 962A 11s 4d.



No.952 £2.9.9 *inc. tax*

250 watt size. Uses $\frac{1}{2}$ unit an hour
4 $\frac{1}{2}$ " diameter \times 12" long \times 5" high. 2 $\frac{1}{2}$ lb.

No.952B £3.16.11 *inc. tax*

500 watt size. Uses $\frac{1}{2}$ unit an hour.
4 $\frac{1}{2}$ " diameter \times 22 $\frac{1}{2}$ " long \times 5" high. 3 $\frac{1}{2}$ lb.

No.952D £6.9.7 *inc. tax*

250 watt size. Uses $\frac{1}{2}$ unit an hour
4 $\frac{1}{2}$ " diameter \times 45 $\frac{1}{2}$ " long \times 5" high. 7 lb.
Finish: Silver Bronze.

No.952C £5.0.7 *inc. tax*

750 watt size. Uses $\frac{3}{4}$ unit an hour
4 $\frac{1}{2}$ " diameter \times 33 $\frac{1}{2}$ " long \times 5" high. 5 $\frac{1}{2}$ lb.

No.952E £6.9.7 *inc. tax*

1 kW size. Uses 1 unit an hour
4 $\frac{1}{2}$ " diameter \times 45 $\frac{1}{2}$ " long \times 5" high. 7 lb.

This 952D version of the Handy Heater has been introduced for use under beds for airing purposes, and is particularly useful where beds are left for prolonged periods without use. Not only will it warm the bedclothes but it will also thoroughly air the mattress.

BELLING REMOTE THERMOSTAT

for Zephyr, Infra-Zephyr, Zeta and Olympic Heaters

Provision is made on these heaters for connecting the Belling Remote Thermostat to the convector unit. This thermostat is mounted on the wall away from the immediate proximity of the heat from the convector. In this position it affords the finest possible automatic regulation of heat. The thermostat is housed in an attractive metal case, finished in old gold. (AC only)

BELLING REMOTE THERMOSTAT 47s 6d.



"Belling" Time Switch ▼

SAVES MONEY AND TIME

The new Belling Time Switch will be a boon in every household. Any type of convector or radiator can be plugged in and instantly converted to efficient automatic time control. Can be set for any period up to 27 hours delay—indicator light shows when timer is working.

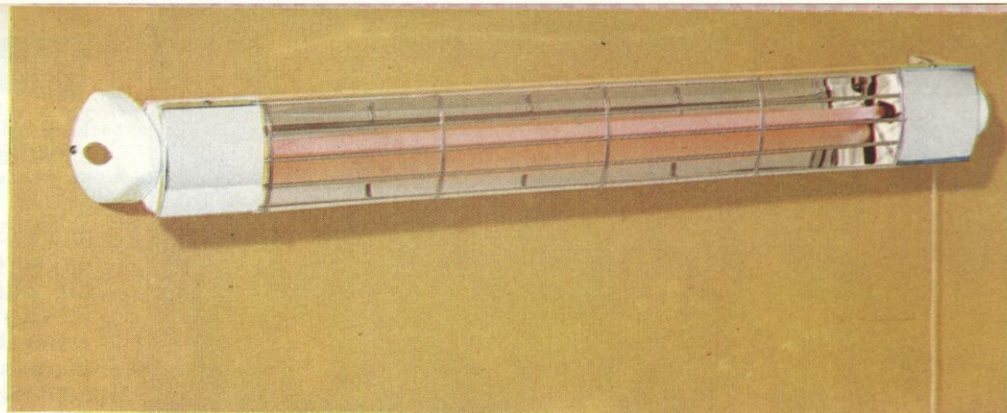
Automatic Warmth in the Morning Set the Time Switch to switch on a heater an hour or so before you get up in the morning, no chilly rooms first thing now. Use it in the bedroom, hall, kitchen, dining-room.

Automatic Warmth in the Evening Set the Time Switch to switch a heater on an hour or so before you return home—come home to a cosy warm room, even if the house has been left all day.

No.300/13 for 3-pin 13A plug **£4.10.0**

No.300/15 for 3-pin 15A plug **£4.10.0**

Supplied complete with plug, ready to use. Can be stood on floor, or fixed on special bracket supplied.



"Belling" Belray Radiant Heater

Quick radiant heat from the Belray radiant heater is just the thing for cheerless draughty bathrooms, chilly nurseries, bedrooms, halls, kitchens. From the moment of switching on it gives a wide beam of intense radiant heat, just where you need it.

It fits high up on the wall where it is out of the way, projects only a few inches and is adjustable to any angle. The element is concealed in a silica tube so that there are no exposed electrical parts.

In the Bathroom or Kitchen High on the wall to provide immediate warmth even on the coldest morning

In the Bedroom A Belray above the dressing table, and for sheer luxury one above the bed—switch on without getting out of bed! ▶

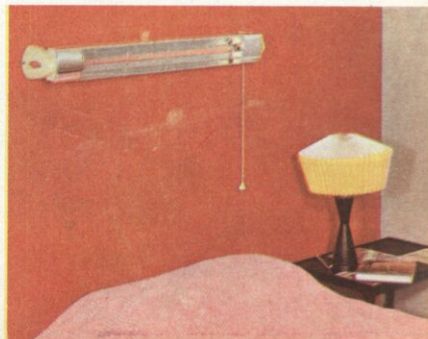
In the Nursery High on the wall right out of reach of little fingers

750 watt size. Uses $\frac{3}{4}$ unit an hour

No.78SW £5.3.7 inc. tax

30" wide × $3\frac{1}{2}$ " high × $3\frac{3}{4}$ " deep

Finish: **White** with chromium guard
AC only



"Belling" de luxe Fan Heaters

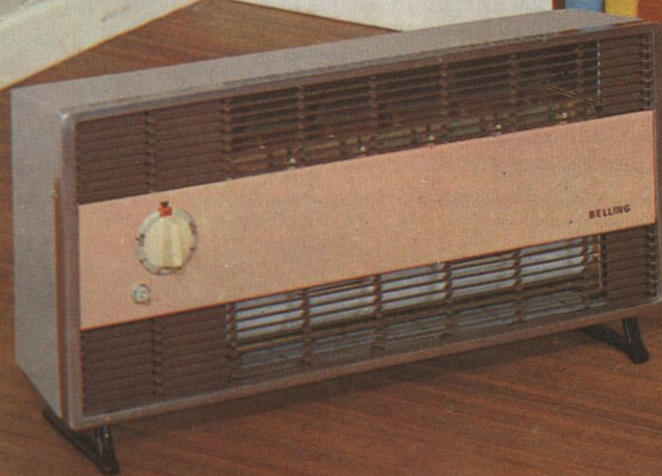
This elegant model incorporates a powerful 3 kW tangential fan heater. Superbly designed and constructed both mechanically and electrically, this excellent heater gives almost immediate response as soon as it is switched on, spreading a flow of warmed air throughout the room.

When placed on the floor the heater will warm the lower level of the room first, so that there is no chance of having warm bodies and cold feet.

Full economy is assured by having three different heat outputs—"High" position is used to heat the room quickly and then "Medium" or "Low" can be selected to maintain the required room temperature. A rotary switch gives positive selection of heat and an automatic thermal cut-out device is incorporated in the circuit so that the heating element is switched off should the heater outlet become obstructed.

◀ on left, adjustable portable model 101 £11.19.8

below new mahogany model
101W £12.19.9



Some of the features of the Belling 101 Portable Fan Heater

Immediate heat—switch on and within seconds, yes really seconds, you can feel the steady current of warm air.

Warm toes—not only warms the whole room thoroughly, but keeps it warm at floor level too.

So safe—if anything obstructs the heat outlet, the electricity is automatically switched off.

No exposed elements—so safe with children and elderly people.

Three heat settings—not just one or two, but three different heat settings. Select high setting for quick heat, then you can turn to medium or low positions.

3 kW size: Uses 1, 2 or 3 units an hour (plus 2 fan speeds without heat)

No.101 £11.19.8 inc. tax

9½" h. x 18½" w. x 5" d.

New—Automatic time controlled model

New model just like the 101 embodies a 27 hour time switch—set it to switch on when you like—set it to heat up the room before you come home or before you get up.

No.101T £14.18.10 inc. tax

Finish: Armour Bright cast surround, with Grey scratchproof body

Supplied with six feet of flex, and wall-fixing bracket

New Mahogany-encased model

The richness of the solid mahogany cabinet enhances the appearance of this portable heater. Altogether a new departure in styling—this model can be stood on the floor of course, but is just as much at home on a shelf or window sill. Ideal for home, shop or office.

3 kW size: Uses 1, 2 or 3 units (plus 2 fan speeds without heat)

No.101W £12.19.9 inc. tax

9½" h. x 19½" w. x 4½" d. AC only

Finish: MAHOGANY wooden case, with Armour Bright cast surround

Supplied with six feet of flex

Sturdily made—sensibly made in heavy metal pressings and castings for long life—no fragile parts

Adjustable angle—projects heat just where you want it.

Wall mounting—brackets are provided so that it can be wall mounted if desired.

Use it as a fan—in the summer use it as an ordinary fan (fast and slow speeds).

Dries hair—just the thing for drying hair—so quiet too.

Dries clothes—marvellous for drying a rack of clothes really quickly or airing.

New Architectural built-in model

Designed for mounting in the wall or for embodying in architectural features. Fine for building-in in new homes, shops and offices, or for building into an existing wall or furniture, such as a bookshelf or a room divider. Discreet armour bright surround with buff trim will blend with any decorative scheme.

3 kW size: Uses 1, 2 or 3 units (plus 2 fan speeds without heat)

No.101F £11.7.10 inc. tax

Surround: 8½" h. x 19" w. x 1½" d.

Recess needed: 8" h. x 17½" w. x 3½" d.

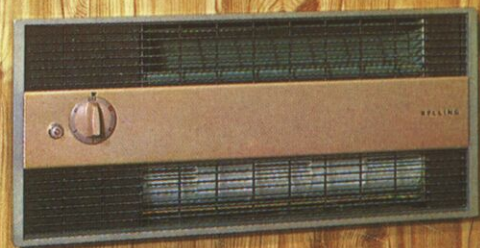
Finish: Armour Bright cast surround

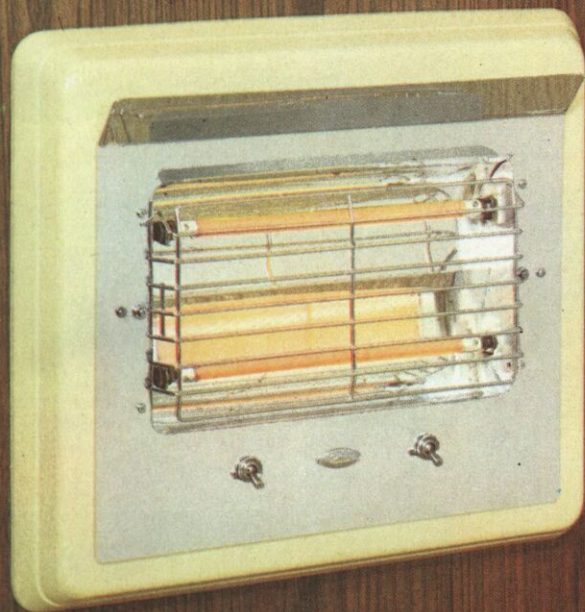
Supplied with six feet of flex



Above: fixing brackets are provided with the 101 and 101T Heaters so that they can be mounted on the wall—ideal in kitchens, halls, shops and offices. Angle is adjustable.

Below: the new built-in 101F Fan Heater.





**COMPLETE PANEL FIRE WITH
BRONZE INSET**

1 kW size (for small rooms)
Uses 1 unit an hour

No.G/1/133 £6.4.3 inc. tax

**COMPLETE PANEL FIRE WITH
BRONZE INSET**

2 kW size (for medium rooms)
Uses 1 or 2 units an hour

No.G/2/133 £7.17.5 inc. tax

"Belling"

Panel fires

Reflector Type

All the neat efficiency of a built-in space-saving wall heater without the need for cutting into the brickwork. These fine reflector type panel fires are available in two sizes, with a choice of chromium-plated or electro-plated bronze front panels. Belling wall-fixing fires are regularly specified by leading architects for new houses and hotel bedrooms.

- 2 kW model has twin beam reflector
- Very easily fixed
- Heater fits flush to wall
- Adequately ventilated for safety
- Each element independently switched

Panel Colours The surround panels of the fires shown on these two pages can be supplied in Cream or Bronze, or attractive shades of Red, Blue, Green or Pink.

Boxback: 16" wide × 12" high × 2" deep
Overall size: 21" wide × 18½" high × 3" deep
Also available without panel 19s 7d less
See opposite page for details of shelf

**COMPLETE PANEL FIRE WITH
CHROMIUM-PLATED INSET**

2 kW size (for medium rooms)
Uses 1 or 2 units an hour

No.G/2A/133 £9.13.6 inc. tax

"Belling"

Panel fires

Firebar Type

Easily fixed without any need for cutting away the brickwork, these attractive space-saving panel fires are fitted with firebar elements. Two sizes are made, and there is a choice of chromium-plated or electro-plated bronze front panels.

- Very easily fixed
- Heater fits flush to wall
- Adequately ventilated for safety
- Each element independently switched

Overall size: 18½" wide × 21½" high × 2½" deep

Boxback: C/1 12" wide × 9" high × 1" deep

C/2 and C/2A 12" wide × 12" high × 1" deep

Also available without panel, 15s 5d less

For details of panel surround colours, see opposite page

Matching shelf

We recommend that a shelf should be fitted above any panel fire as there is a tendency for the rising hot air to carry particles of dust which may well discolour the wall.

A very attractive shelf measuring 19½" wide × 4½" deep can be supplied to match any of the panels, or of course a wooden shelf can easily be made.

No.10 Shelf 8/1

inc. tax

COMPLETE PANEL FIRE WITH BRONZE INSET

1 kW size (for small rooms)

Uses 1 unit an hour

No.C/1/131 £4.8.9 *inc. tax*

COMPLETE PANEL FIRE WITH BRONZE INSET

2 kW size (for medium rooms)

Uses 1 or 2 units an hour

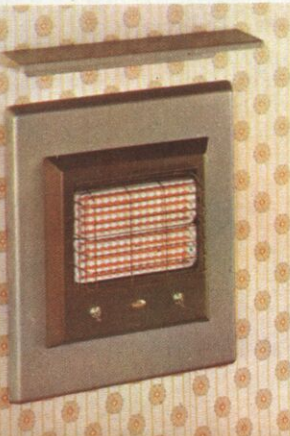
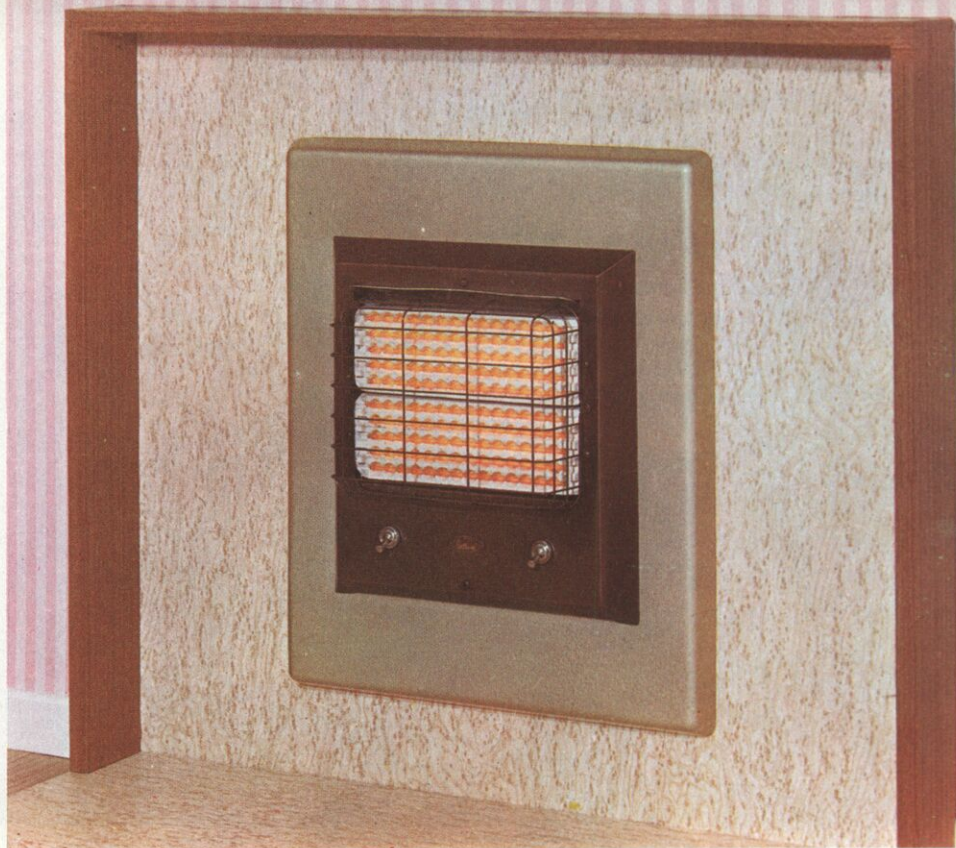
No.C/2/132 £6.12.0 *inc. tax*

COMPLETE PANEL FIRE WITH CHROMIUM-PLATED INSET

2 kW size (for medium rooms)

Uses 1 or 2 units an hour

No.C/2A/132 £7.7.11 *inc. tax*





Corinthian wall fires

*an outstanding example
of modern heater design*

For the new Belling Corinthian heaters, our designers have chosen a unique textured finish which blends with any décor—in houses, flats, office suites and hotels. The Corinthian has a hand-cast aluminium surround with an irregular texture, the inset portion of the fire being in contrasting burnished metal. The Corinthian stands slightly proud of the wall giving a very dignified yet attractive appearance.

The vertical form of Corinthian is designed for wall application where space is at a premium. The very unusual horizontal version caters for all room proportions. This has been welcomed by architects and designers who in the past may have been limited by the more conventional vertical proportion of most heaters.

Finishes:

Armour Bright inset with Grey surround
Old Gold inset with Dark Bronze surround
Dark Bronze inset with Old Gold surround
AC only

HORIZONTAL MODEL (above)

3 kW size (for large rooms)
Uses 1, 2 or 3 units an hour

No.180H £21.6.0 *inc. tax*

34" wide × 20 $\frac{3}{4}$ " high × 4 $\frac{3}{8}$ " deep. 22 lb.

VERTICAL MODEL (on right)

3 kW size (for large rooms)
Uses 1, 2 or 3 units an hour

No.180F £19.8.2 *inc. tax*

18 $\frac{1}{4}$ " wide × 26" high × 4 $\frac{3}{8}$ " deep. 18 lb.



Corinthian Unit

Council of Industrial Design 1963

Design Centre Award Winner

This is the basic unit used in all variations of the Corinthian series: it can be fitted direct on to the wall, or built into tiled surrounds or walls. The Corinthian Unit is admirably suited for incorporating in individual architectural features. This very elegant heater has been chosen by the Council of Industrial Design as one of the 1963 Design Centre Award Winners.

- Three powerful elements
- Twin-beam highly polished reflector
- Satin polished aluminium casting
- Fitted with latest push type switches
- Choice of three finishes

3 kW size
(for large rooms)

Uses 1, 2 or 3 units an hour

No.180U

£13.12.2 *inc. tax*

15 $\frac{7}{8}$ " wide × 17 $\frac{1}{4}$ " high ×
4 $\frac{3}{8}$ " deep. 11 $\frac{1}{2}$ lb.

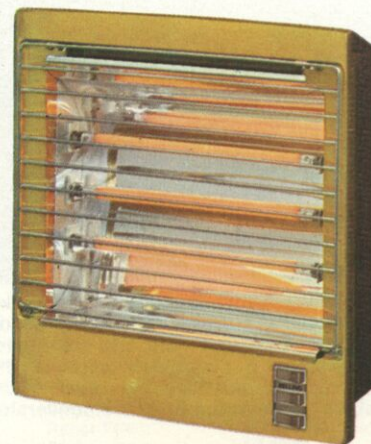
Finishes:

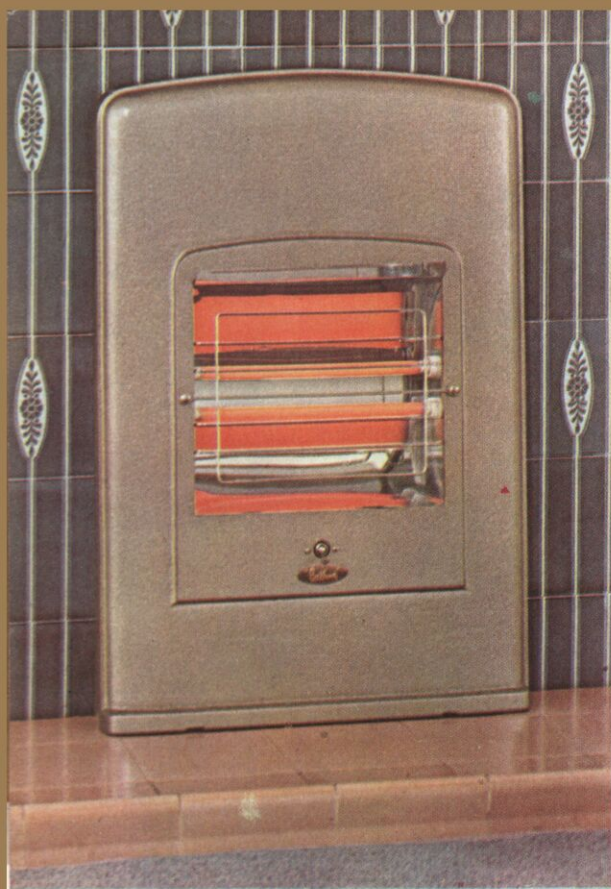
Armour Bright

Old Gold

Dark Bronze

AC only





The Belling Converta is designed to take the place of your old fire grate without any need for alterations. Just take out the old grate and slide the Converta in. It completely screens the fireplace opening, and provides the ideal solution to the problem of bedroom fireplace conversions.

"Belling" **Corinthian** CONVERSION FIRE ▶

The Corinthian is an entirely new decorative style: an up-to-the-minute design to harmonize with any furnishing scheme. The fire is designed in such a way that it can be taken out of the fireplace and used as a free standing portable fire if required. Altogether a new and exciting design featuring the new textured finish.

No.180 £19.8.2 *inc. tax*

3 kW size (for large rooms)
Uses 1, 2 or 3 units an hour
28½" high × 18½" wide. 31 lb.
Minimum grate size:
14½" wide at 3" depth

Finishes:

Old Gold inset with **Dark Bronze** surround
Dark Bronze with **Old Gold**
Armour Bright with **Grey**

Supplied complete with six feet of flex. AC only

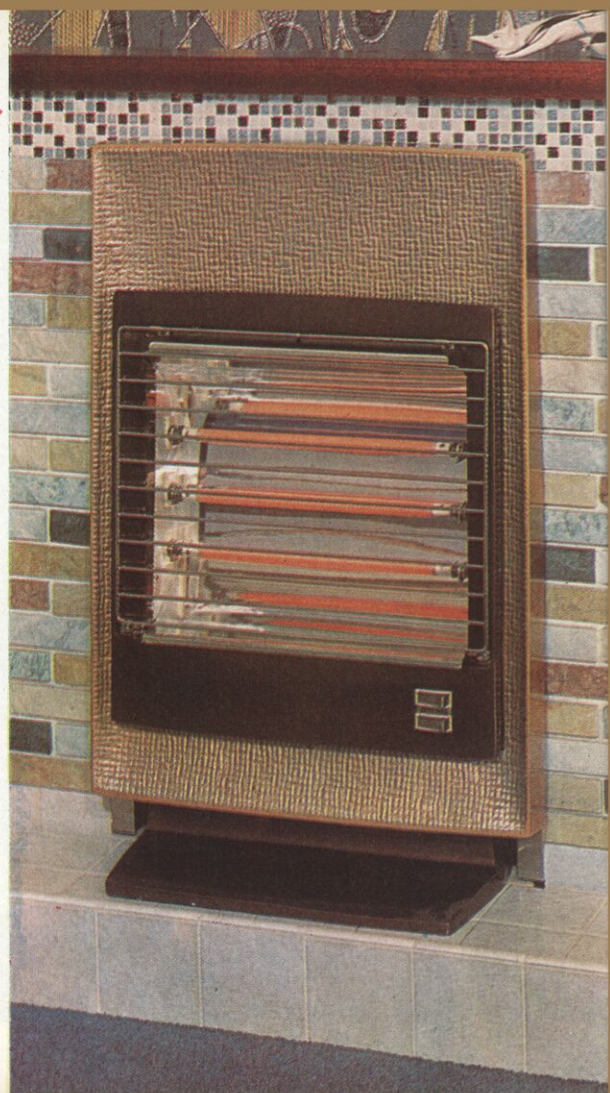
◀ **Converta** CONVERSION FIRE

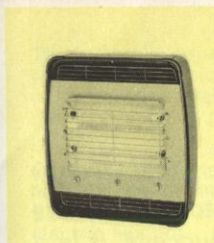
No.179 £11.8.5 *inc. tax*

2 kW size (for medium rooms)
18¾" wide × 27½" high. 26 lb.
Minimum grate opening:
13½" wide × 20" high × 5" deep

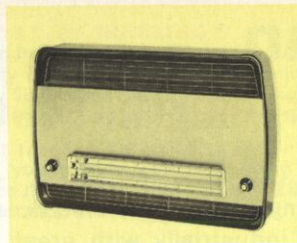
Finish: Silver Bronze

Supplied with six feet of flex

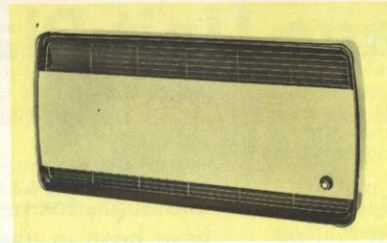




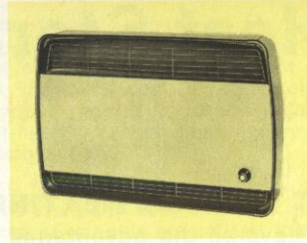
854F 2.5 kW
Radiant-Zephyr
£12.19.9
p. 44



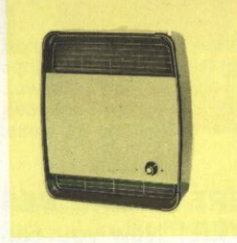
855F 2.75 kW
Infra-Zephyr
£18.6.10
also Automatic, p. 49



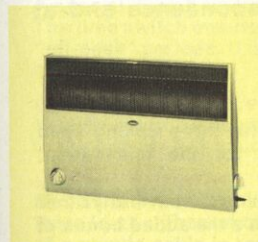
853F 3 kW
Zephyr
£18.6.10
p. 48



852F 2 kW
Zephyr
£13.12.2
also automatic, p. 48



851F 1 kW
Zephyr
£10.10.1
p. 48



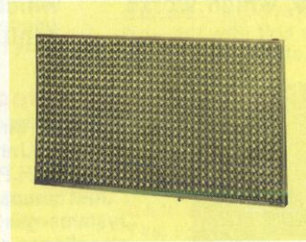
95F 1.5 kW
Zenith
£7.19.9
also automatic, p. 47



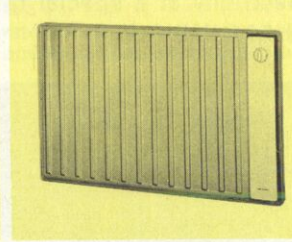
85 750 W
Champion
£6.12.0
p. 46



867F 3 kW
Zodiac
£18.18.8
p. 40



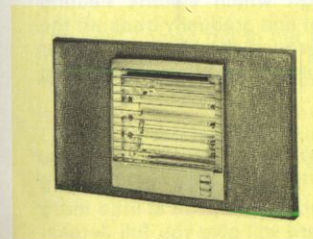
190F 1 kW
Olympic
£24.11.1
p. 51



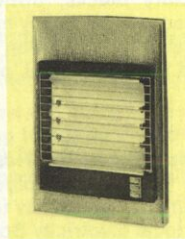
200F
Zeta
£13.18.1
p. 50

WALL-FIXING HEATERS

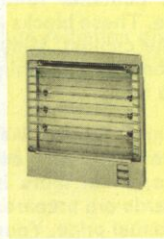
for further details
see appropriate
pages



180H 3 kW
Corinthian
£21.6.0
p. 58



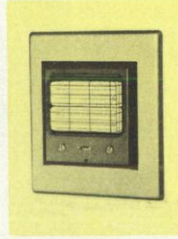
180F 3 kW
Corinthian
£19.8.2
p. 59



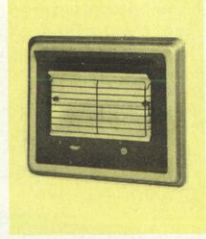
180U 3 kW
Corinthian
£13.12.2
p. 59



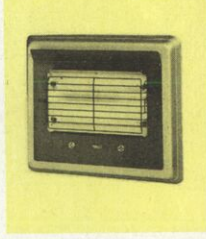
C/1/131 1 kW
Panel Fire
£4.8.9
p. 57



C/2/132 2 kW
Panel Fire
£6.12.0
p. 57



G/1/133 1 kW
Panel Fire
£6.4.3
p. 56



G/2/133 2 kW
Panel Fire
£7.17.5
p. 56

"Belling"

Heat Storage Unit Plan

USES CUT PRICE (ALMOST HALF-PRICE) ELECTRICITY

HERE IS THE BEST CENTRAL HEATING NEWS

EVER! Now you can have all the advantages of central heating with none of the disadvantages! Belling Heat Storage Unit Plan provides all the advantages of central heating at a fraction of the ordinary capital installation costs, and uses electricity at a special rate, which works out at little more than half price.

Although, for many years now, electric storage heaters have been in use industrially with great success, it is a relatively new form of domestic central heating. You will have many queries, so for your guidance we set out below some questions and answers based on the many points which have been raised both in correspondence and at exhibitions.

What does it cost to buy?

A typical three unit installation will cost only **£89.5.0** for three Belling Heat Storage Units, plus a comparatively small amount for the installation. Naturally H.P. terms are available.

Just compare the capital cost, installation cost and running cost with any other system—gas, solid fuel or oil fired—and in addition there's the added bonus of cleanliness and convenience.

HOW DOES IT WORK?

Each Belling Heat Storage Unit stores up heat during "off-peak" electricity periods and gives off heat steadily throughout the day. In fact, each Heat Storage Unit contains refractory blocks, through which electric heating elements pass. These blocks become extremely hot and gradually transmit the heat out of the cabinet. Mineral wool insulation around the blocks, together with an extra baffle plate behind the front panel, prevent the cabinet exceeding a comfortable heat.

WHY HALF-PRICE ELECTRICITY?

Because electricity is only consumed by the Heat Storage Unit during "off-peak" periods, when there is usually a surplus of electricity, the various Electricity Boards are prepared to sell electricity for this purpose at little more than half the usual price. Your local Electricity Board will give you full details.

*Belling 758 Heat Storage Unit **£29.15.0**
undoubtedly the most attractive central heating unit*



WHAT IS THE COST OF RUNNING?

This naturally depends on the size of your rooms and upon the tariff of your Local Electricity Board, but the largest Belling Heat Storage Unit costs approximately 1s 6d a day to run at *maximum* output—this works out at an average of 9d per day or less over the whole year.

HOW MANY DO I NEED?

Generally speaking, you need one for each living room and one for the hall, the cost of these three units would be only **£89.5.0** plus installation. Bathrooms and kitchens are best served with conventional Belling electric heaters.

CAN I EXTEND THE SYSTEM?

Yes—that's the beauty of it. You can extend the system as and when you like. Buy extra units as you can afford them.

WHAT INSTALLATION IS REQUIRED?

A special meter and time switch are installed to record the consumption. The time switch ensures that the units are only switched on in the cheap "off-peak" periods. It is only necessary to run a special cable from your meter to each unit.

CAN I USE CHEAP ELECTRICITY FOR ANYTHING ELSE?

Yes. In many cases your electric hot-water system can be connected to the circuit. Ask your Electricity Board about this.

IS ANY BUILDING WORK NEEDED?

No. Neither building work nor alterations of any kind are needed and there is no upheaval of the house during installation. Only the addition of a simple cable is required.

CAN I TAKE THE UNITS WITH ME IF I MOVE?

Yes—that's another advantage. You can take all the heating units with you with the greatest of ease—or, of course, you can leave them behind and increase the value of the house.

HOW IS THE HEAT EMITTED?

The heat comes out in the form of low temperature radiation given off from the cabinet surface and, in addition, convection currents are emitted through the outlet under the wooden top.

HOW DOES IT SAVE WORK AND TIME?

There is absolutely no stoking to do, no ash to remove and no pipes to trap dust. No fuel to order (or forget to order) and no fuel deliveries to wait in for! In fact, no attention is required at all.

HOW DOES IT SAVE MONEY?

First of all, by using low-cost electricity. Then there are the hidden savings—fuel bunkers and tanks are not required; decorations stay clean longer; the initial cost is very much lower; running costs are extremely low; no regular maintenance is needed. In addition, your electric water-heating system can, in some cases, be connected to the cheap electricity supply.

SUPPOSING THERE IS ANOTHER ATROCIOUS WINTER?

You should be snug and cosy and have no worries. Even in the most severe weather, power cuts are unlikely to affect you, as the Heat Storage Units only consume electricity in the "off-peak" periods when the demand for electricity is at a minimum, and is therefore plentiful. Of course, there is no problem either of fuel deliveries when roads are icy or impassable, and there are no distribution pipes or radiators to freeze up if the house is left.

DO ALL ROOMS HAVE TO BE THE SAME TEMPERATURE?

No—not with this system. You can adjust the heat in each room to suit your requirements, and a unit can be switched off altogether if a room is not in use.

IS THERE ANY LOSS OF HEAT?

No. As each unit is self-contained, there is no loss of heat in distribution, as there are no pipes to carry the heat around the house. You need only have the heat where you want it and nowhere else.

CAN I USE IT ANYWHERE IN THE ROOM?

Yes, site it wherever it is convenient even right against the wall. Special internal ducting channels the heat away from the back of the heater through the front outlet, thus minimising the possibility of wall discoloration, so common with central heating units and radiators.

IS IT SAFE?

Yes, absolutely. You can safely leave children unattended, as the surface temperature of the units is comparatively low and there are no exposed elements or flame. An extra baffle plate behind the front panel, and mineral wool lagging throughout, keep the casing temperature safe.

IS IT REALLY CLEAN?

Yes, absolutely. There is nothing to touch it for cleanliness. There's no smoke, no flame, no ash, no smell, no noise and no flues. No awkward pipes or radiators to clean. The smart scratch-resistant cabinet only needs a wipe over with a cloth.

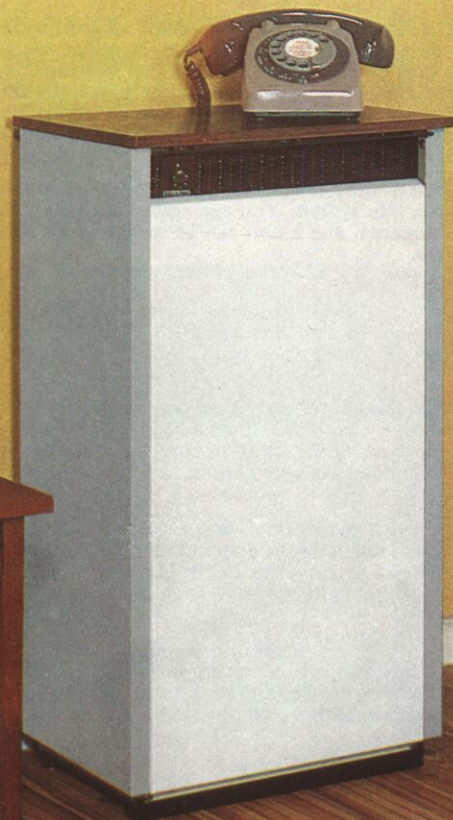
CENTRAL HEATING SCHEME FOR AS LITTLE AS **£89.5.0 plus installation**

more details on next page ▶

"Belling"

Heat Storage Units

USE CUT PRICE (ALMOST HALF-PRICE) ELECTRICITY



The Belling Heat Storage Unit is a wonderful proposition. It is made to the traditionally high Belling standard, both electrically and mechanically.

Hitherto, storage heaters have been rather utilitarian in appearance, now the Belling design and research team have produced an elegant unit which will grace any room.

The Belling Heat Storage Unit excels in many ways—firstly, in design—it is so much more attractive. Secondly, it is so very easy to install and takes only a little longer than an ordinary electric fire to connect. Thirdly, it is quite automatic and requires no attention of any kind. Above all, it is backed by Belling's fifty years' continuous electric heating experience.

SPECIAL NOTE TO INSTALLATION ENGINEERS (AND HUSBANDS)

Special attention has been paid to easy installation in the design of these superb heaters. The Inconel sheathed elements are all completely wired in position and tested before despatch. There is absolutely no electrical work to do other than connect up. Extra large terminals are fitted and cable entries are provided on both sides. Heavy bus bars are used for connections.

The special refractory heat storage blocks (7 lb. each) are packed in cartons of four, and can be loaded easily in just a few minutes. Heat input is fully adjustable, and controlled accurately by heavy duty thermostat with 18 in. sensing rod, and automatic cutout device. All thermostats are individually tested under working conditions before assembly and despatch.

*Belling 758A Heat Storage Unit £22.10.0
(for small rooms only) alternative finish opposite*

GOOD NEWS

Belling Heat Storage Units are now exempt from purchase tax, making them an even better proposition

STANDARD MODEL FOR MEDIUM TO LARGE ROOMS

No. 758 £29.15.0 *exempt from tax*

2½ kW loading—uses an average of approximately 1 unit an hour when on full (based on 24 hour cycle) Output 25 kWh in 24 hours on 12½ hours off-peak charge.

31½" wide × 30" high × 12¼" deep. AC only

Unladen 88 lb., laden 376 lb.

COMPACT MODEL FOR SMALL ROOMS ONLY

No. 758A £22.10.0 *exempt from tax*

1½ kW loading—uses an average of approximately ½ unit an hour when on full (based on 24 hour cycle), output 12½ kWh in 24 hours on 12½ hours off-peak charge.

17½" wide × 30" high × 12¼" deep. AC only

Unladen 54 lb., laden 198 lb.

Finish of both models:

Top: Wood with plastic laminate scratch-resistant mahogany finish.

Body: Scratch resistant plastic coated steel in choice of:

Off-White front, grey sides or

Simulated Darkwood front and sides.

*Belling 758 Heat Storage Unit £29.15.0
alternative finish opposite*





"Belling"

Clothes Drying and Airing Cabinets

No matter what the weather, the Belling Drying and Airing Cabinet will dry and air your washing quickly and thoroughly. Drying is very rapid but gentle—a full load of underwear and cotton sheets will be dried ready for ironing in 45 minutes to an hour; heavy materials take longer, of course. For drying and airing nappies it is almost indispensable.

These de luxe cabinets are made throughout in fine quality aluminium so that there is no risk of corrosion or rusting, a very important point to consider when buying a drying cabinet.

The larger cabinet is particularly suitable for use as an airing cupboard in flats without built-in airing facilities.

- Aluminium throughout prevents rust or corrosion
- Heavy duty black-heat elements
- Pilot light indicates when cabinet is on
- Choice of white or cream
- Economical to use

No.107A £19.14.5 *inc. tax*

1 kW size (single heat)
Uses 1 unit an hour
21" w. x 36" h. x 15" d. 29 lb.

No.108A £39.14.9 *inc. tax*

2 kW size (with 3-heat control)
Uses $\frac{1}{2}$, 1 or 2 units an hour
21 $\frac{1}{2}$ " w. x 69 $\frac{1}{2}$ " h. x 16" d. 61 lb.

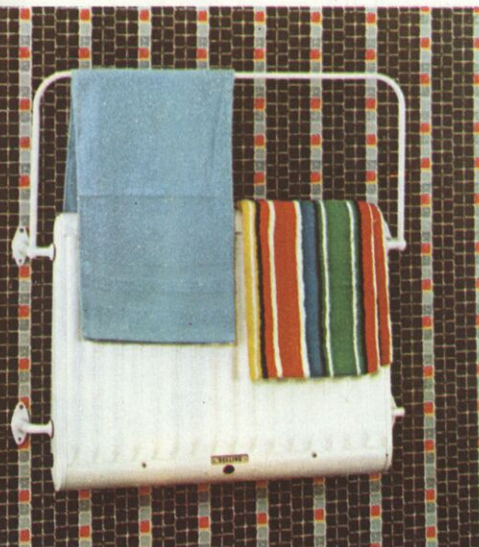
Finish: White or Cream



Towel Driers and Airers

These handsome combined driers and airers will be welcomed in every home. Even the heaviest towel is dried quickly and thoroughly, but its use is not confined to drying towels—it is just as useful for warming and airing clothing, pyjamas, shirts and nappies as well as drying undies and stockings overnight. In doctors' and dentists' surgeries it is invaluable: it will be appreciated too in office buildings, hotels, public houses and shops.

- Dries and airs underwear and stockings quickly
- Low running cost—about five hours a penny
- Perfectly safe, concealed elements
- Floor or wall-fixing models
- Pilot light shows when heater is in operation
- Ideal wedding present
- Will take the chill off a small bathroom
- Corrugations facilitate warm air flow, and considerably speed drying time
- Choice of white or cream



WALL-FIXING TYPE

No.105B £7.10.11 *inc. tax*

27½" w. × 27½" h. × 6" d. 16 lb. 150 watts

Finish: White or Cream

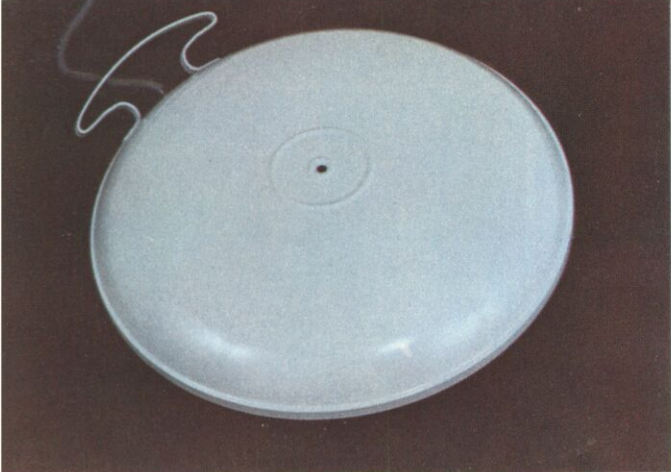


FREE-STANDING TYPE*

No.105A £7.19.9 *inc. tax*

27½" w. × 34" h. × 8" d. 22 lb. 150 watts

**Provision is made for fixing the free-standing type to the floor if needed. This is necessary if used in bathroom*



So easy—just plug it in and slip it between the sheets for an hour or two—what a difference it makes. Makes a perfect present



Bed Warmer

No more cold or damp beds now!

No more cold or damp beds now! You've never known such comfort and luxury as a bed warmed (and thoroughly aired too) with a Belling electric Bed Warmer. It really is marvellous. It's the safest, strongest and most practical Bed Warmer made, costs less than a penny a week to run, and no expensive parts to renew. There's no work, nothing to fill, nothing to spill—just slip it between the sheets for an hour or two even on the bitterest night and your bed will be so wonderfully warm you'll sleep like a top!

IT'S SO ECONOMICAL

It costs little more than a penny for 20 hours' operation!
2 hours' running for the cost of a match!

No.90 £2.6.2 inc. tax

14½" dia. x 4" high. 4 lb. 40 watts. 25 hours per unit

Finishes: Pastel shades of Blue, Pink or Primrose

Supplied with twelve feet of flex

- Choose from three attractive colours
- Warms the whole bed
- Ample length of flex
- Totally enclosed
- No storage problems
- Nothing to fill
- Nothing to spill or empty

ATTRACTIVE PRESENTATION PACK

The Bed Warmer is supplied in a very smart red and grey presentation carton complete with plastic carrying handle.

Not only does this make it very suitable for presentations but it is ideal for storing the Bed Warmer when not needed in the summer



"Boiling"

Boiling Plates

Twin Radiant Boiling Unit ▶

A new boiling unit incorporating two fast boiling radiant plates—simmer controls provide any heat from simmer to fast boil.

Ideal for industrial, laboratory or catering purposes, or in the home.

No.19R £13.7.6 *no tax*. Two 1 kW radiant plates

8½" wide × 6½" high × 16" deep. 20 lb. AC only

Finish : **Black and White vitreous enamel**

Rectangular Boiling Plate (below)

Modern in design this boiling plate is fitted with a large rectangular plate, enabling two pans to be accommodated. Suitable for all purposes.

No.18 with Simmerstat **£7.12.6** *no tax*

8" wide × 5½" high × 15½" deep. 2 kW. 14½ lb. AC only

Finish : **Black and White vitreous enamel**



No.22 Boiling Plate

A sturdily made open type boiling ring at a very moderate price. The oval-shaped top provides room for two saucepans.

No.22 56s *no tax*

12" wide × 10" deep × 5" high 1.2 kW. 8½ lb.

Supplied with six feet of flex

Finish : **Grey Top** with **Silver Base**

Heavy Duty Boiling Plates (below)

These enclosed type boiling rings are suitable for both industrial and domestic use. Fitted with 3-heat switch. Extra sturdy construction for heavy duty.

No.15 1 kW 75s *no tax*

6½" dia. × 6½" high

No.17 2 kW 87s 6d *no tax*

8" dia. × 6½" high

With Simmerstat **15s 6d** extra

Finish : **Mottled Enamel**



No.22



No.17



Food and Plate Warming Cabinets

- Smooth running sliding glass doors
- Keeps plates and dishes hot
- Keeps food hot ready for serving
- Displays food appetizingly and hygienically
- Low running cost
- Fully variable heat control provides full range of heat from low to high
- Indicator lamp shows when heater is on
- Choice of several models for all purposes
- Can be mounted on wall or stood on table or counter
- Can be supplied with glass doors on both sides for use on serving counter or as serving hatch
- Use it without heat for hygienically storing or displaying food in the summer

In addition to these cabinets there is a Plate Warming Cabinet too (illustrated below). This is designed primarily for keeping plates piping hot ready to serve. It will hold 72 plates and dishes. A shelf is fitted to house vegetable dishes or keep meals warm.

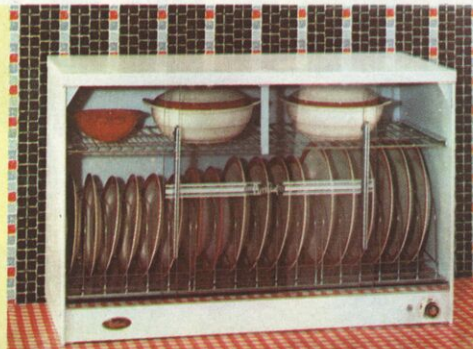
These very smart Warming Cabinets are specifically designed for keeping served meals hot in snack bars, buffets, hotels, restaurants, canteens and hospitals.

The standard 106S model has sliding glass doors and a metal back, and another model (106D) has glass doors front and back—this is ideal for self-service bars or as a heated service hatch.

The most popular model is 106GB: this has sliding glass doors and a plain glass back. This arrangement enables snacks, sausage rolls, pies, soup and hot meals to be displayed appetizingly in front of customers but out of their reach.

These cabinets have formed the basis of many new snack bars in public houses, hotels and restaurants throughout the country.

Plate
Warming
Cabinet
No. 106
£19.0.0



BELLING WARMING CABINETS

No.106GB £21.0.0. *no tax*

This has three shelves and is fitted with sliding glass doors and a glass front, so that the contents can be seen from both sides.

No.106D £23.5.0 *no tax*

As 106GB above, but with sliding glass doors back and front. Specially designed for self-service bars and built-in serving hatches.

No.106S £20.2.6 *no tax*

This has three shelves and is fitted with sliding glass doors and a solid metal back. Suitable for counter use or wall fixing.

No.106 £19.0.0 *no tax*

Fitted with one shelf, and removable racks to hold up to 72 plates and dishes. Sliding glass doors and solid metal back.

All models fitted with sliding glass doors, Simmerstat and Pilot Light.

31" wide x 20½" high x 13" deep.
40 lb. 600 watts. AC only

Finish: White or Cream
Bronze to special order

BELLING WARMING TROLLEY ▶

No.106T £58.0.0 *no tax*

Cabinet: 31" wide x 22½" high x 13" deep.
Overall: 39" wide x 36" high x 17½" deep.

Finish: Bronze, White or Cream
AC only



Heated Food Trolley

This fine trolley has been designed specifically for use in nursing homes, hospitals, hotels, restaurants and dining-rooms.

The heated cabinet itself is similar to the 106D Warming Cabinet. In addition it is fitted with three warming plates along the top to keep plates hot while serving.

Served meals can be kept in the cabinet and wheeled into the restaurant or ward or dining-room.



Warming Plates

(below)

This handsome Belling Warming Plate will be a welcome addition to any dining-room. What a marvellous wedding present or gift for that special occasion. Meals are kept at just the right temperature for serving. Plates can be kept piping hot: vegetables, hot sweets and coffee can be brought in with the other courses so that they are all ready for serving without any need to leave the dining-room.

- Very economical to run
- Keeps plates and food piping hot
- Soundly constructed
- Heat resisting plastic carrying handles
- Beautifully finished

No.183 £9.13.6 *no tax*

26½" wide x 4" high x 12" deep. 13 lb.
300 watts

Finish: Chromium Plate



the new **"Belling"** Classic Super cookers— the most sensible cookers ever made

BELLING CLASSIC SUPER FIFTY, CLASSIC SUPER SIXTY
and CLASSIC SUPER SEVENTY



*cooked while you slept,
with the aid of the Auto-Timer*

Belling proudly present their new range of Belling Classic Super Cookers, undoubtedly the most sensible cookers ever made. Sensible in price, appearance and features. Not only are they attractive and inexpensive, but what is far more important they incorporate every feature every housewife needs to make cooking a pleasure rather than a chore.

It is so easy to produce eye-catching gimmicks, but Belling have resisted this and concentrated on producing cookers with worthwhile features that make cooking easier, cleaner, safer—cookers that take the drudgery out of cooking—cookers with exclusive features not found on any other makes.

Behind these cookers is Belling's fifty years of experience in the production of electric heating and cooking appliances. Behind these cookers is a team who are proud to produce them and sell them. All this is reflected in the design and quality of these remarkably fine cookers.

Belling gives the young housewife confidence, gives the experienced cook new interest. A Belling Super Classic gives you confidence even if you have never cooked before!



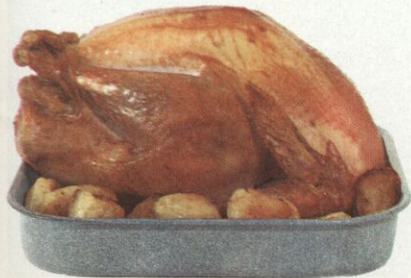
automatic oven timing

Does the cooking while you are doing something else

Now you can be in two places at once, well almost! The robot-like Auto-Timer looks after the oven while you get on with something else—whether you are shopping, or at work, in the garden, making the beds (or having a nap) the Auto-Timer sets you free—it will switch on the oven at any time you wish, maintain exactly whatever temperature you set, and switch off at the required time.

This remarkable device is not just an eye-catching gimmick, it is almost indispensable in these days of rush and bustle. It is very easy to use, no calcula-

*Perfect, mouth-watering roasts—
cooks even the largest turkey with ease*

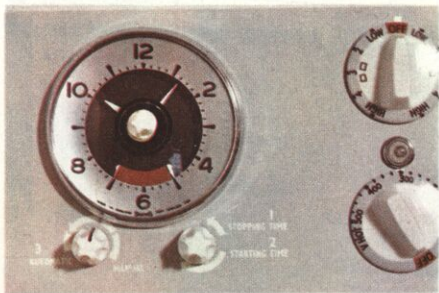


tions needed, all you have to do is to set the time you want the meal ready, the length of time you want it to cook, and the temperature you need the oven.

All manner of tempting dishes can be cooked quite automatically with the help of the Auto-Timer, even the most delicious cakes can be baked perfectly (overnight if you like). At Christmas time it's a real boon, that long-baking Christmas Cake can be cooked overnight, and if you are lucky enough to have a really large turkey, just hang it up in the oven the night before, set the Auto-Timer to switch on at say 4 a.m. so that it can be all ready for 1.00 lunch if you want it.

so easy to set

Just dial the time you want the meal ready, then set the starting time and the required temperature—that's all. Built-in kitchen clock shows you the correct time—jolly useful too.



new TEMSET control prevents overheating

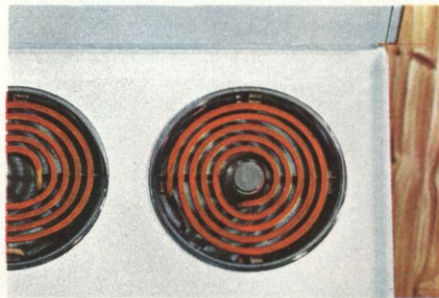
No need for boiling over or burnt saucepans

How wonderful it is, now you can heat up milk without it boiling over as soon as your back is turned!

This marvellous new control (on the right-hand back boiling plate) can be set to maintain any heat you require. Just set it to the heat you want and it automatically maintains that heat without any extra build-up of heat.

No need for any boiling over or burnt food stuck to the bottom of the pan now—marvellous when frying too.

It really is a boon—how many times has something boiled over when you have been called to the door, or the telephone has rung?



oven lining comes out in one piece

Here's the easiest ever oven cleaning—the whole lining (not just the sides) comes out in one piece. Even the most carefully prepared meal can be ruined simply by the thought of getting down on your hands and knees and cleaning the oven afterwards. Belling help to make oven cleaning a pleasure, well almost!

The whole lining—that is the sides, the back and the bottom—slides out in one solid piece. No bits and pieces to fiddle with, just one smooth streamline lining. No slots, or cracks or crevices to trap grease or dirt—so safe too because it is impossible for fat to splash on the elements.



Usually a wipe over is all that is necessary, but if you have had a particularly spiteful joint, just take the lining right out and clean it on an old newspaper on the kitchen table or at the sink. Just think how marvellous it is to clean the back of the oven without having to crawl inside it. It certainly takes all the backache out of cleaning.



oven roof slides out too

The roof—always one of the most awkward and difficult places to clean—can be taken out and wiped in the sink.

oven ready reckoner

OVEN SETTINGS		OVEN POSITIONS	
COOK (normal heat)	375	Top	1-2
COOK (slow heat)	350	Bottom	3-4
COOK (very slow)	325	Top	1-2
COOK (very slow)	300	Bottom	3-4
COOK (very slow)	275	Top	1-2
COOK (very slow)	250	Bottom	3-4
COOK (very slow)	225	Top	1-2
COOK (very slow)	200	Bottom	3-4
COOK (very slow)	175	Top	1-2
COOK (very slow)	150	Bottom	3-4
COOK (very slow)	125	Top	1-2
COOK (very slow)	100	Bottom	3-4
COOK (very slow)	75	Top	1-2
COOK (very slow)	50	Bottom	3-4
COOK (very slow)	25	Top	1-2
COOK (very slow)	0	Bottom	3-4

OVEN READY RECKONER	
MEAT	COOKING TIME
BEEF	15-20 min. per lb.
MUTTON/LAMB	15-20 min. per lb.
PORK/VEAL	15-20 min. per lb.
CHICKEN	15-20 min. per lb.
TURKEY	15-20 min. per lb.
Poultry	15-20 min. per lb.
Auto Timer	15-20 min. per lb.

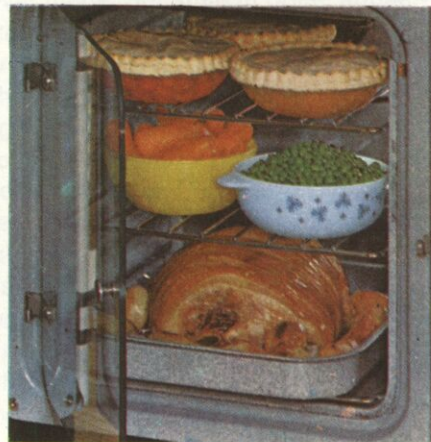
To make life easier still, there is an oven ready reckoner on the top of the oven roof. Tells you just how long and what temperature you need to roast any meat or poultry.

extra large capacity THREE-shelf oven

The wonderful Belling Classic Super oven takes three shelves of cooking. It's a tall oven with ample space to spare for even the largest family cooking. The tall shape of the oven makes most use of the space and gives greatest flexibility in cooking. Seven positive oven positions without reversing shelves.

VICTORIA SANDWICH TEST

Can you cook two halves of a Victoria Sandwich on different shelves at the same time without turning them round. You can on a Belling—and they will both be identical. Cook four small tins or two large tins at the same time.

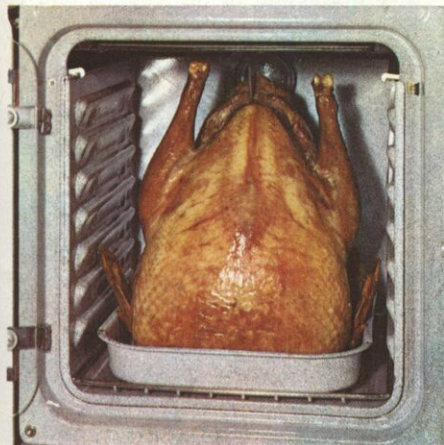


takes largest turkey with ease

The Classic Super oven takes the largest bird, the one in this oven is a plump 35 pounder; either sitting in the oven pan in the conventional way or hanging from the special loop in the top of the oven if it is an awkwardly shaped bird.

Anti-splash deflector

This slotted tray prevents fat from splashing out of the oven pan on to the side of the oven lining — naturally keeps the oven cleaner.



more confidence—see what's cooking

Full-size inner glass door enables you to see the whole of the oven clearly without spoiling the cooking or wasting heat—no wave of hot air in your face either. **Does not steam up.** The oven is automatically floodlit as you open the outer door.



look no hands—door closes with knee!

New type door catch enables you to close the oven door with just gentle pressure from your knee—so convenient when both hands are full.

If there's a delicate cake mixture in the oven, you can shut the door ever so gently by turning the knob.

Sides remain cool—a great feature is that the cooker sides remain quite cool, enabling the cooker to be situated safely beside kitchen units or even a refrigerator.

Reversible oven door—oven door can be changed from left-hand hanging to right-hand hanging in a few minutes.



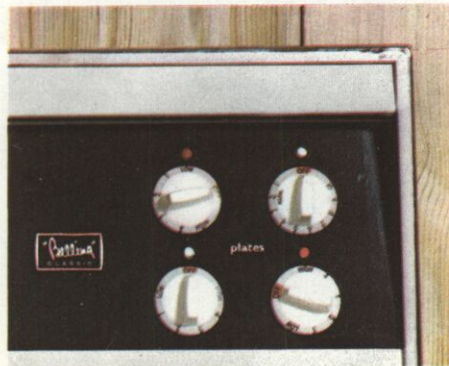
"See what's on" neon indicators

Classic Super 60 and 70 only

A neon indicator above each control knob lights up as soon as you switch on any part of the cooker. Just a quick glance at the control panel after you have served up a meal will reassure you that everything is off if there are no little neon indicators glowing.

These neon indicators give you clear, positive warning whether you have maximum heat on or absolute minimum heat (this is when you really do need some positive indication that something is on).

Special attention has been paid to the design of the control knobs. They are very easy to read, with permanent markings that will not rub off.



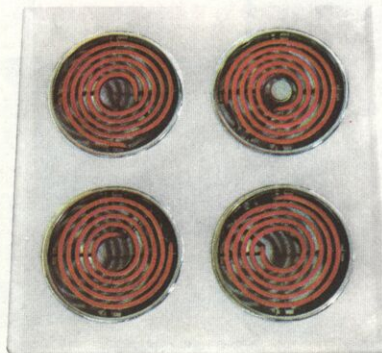
FOUR really fast red-glowing plates

Gone are the days when boiling on an electric cooker was a rather slow process. Now with these new really fast plates boiling is amazingly quick. Four minutes or less to full bubbling boil for a pint of water.

Not only do the plates heat up very quickly, they cool down quickly too—no need to move pans to one side while the plate cools down.

Use whichever plate you like

As all four plates are all the same speed and the same size, (the standard 7" plate, available everywhere) you can always use whichever plate is most convenient. Each plate copes with all sizes of pan from the ordinary small milk pan right up to a large preserving pan. No need to waste heat using a boiling plate larger than is really necessary.



any heat you like— from simmer to boil

If you think electric boiling plates are still confined to just three or four heat settings, have a look at the latest controls on the Classic Supers. They are all infinitely variable, that is you can set any degree of heat you wish, precisely the heat you want—just like a tap.

chromium plated trims

Attractive chromium-plated trims are fitted round each boiling plate—these give protection to the enamel and enhance the appearance of the cooker. Trims just lift off for cleaning.



pans stay bright and clean—just like new

Because there is no flame or soot, your pans stay bright and clean outside just like new—even the bottoms.



slide-out spillage trays

These trays (each holds 1½ pints of spillage) can be withdrawn without disturbing the cooking—small enough to be cleaned in the sink. They can be taken out immediately the spillage is noticed—no need to wait for the plate to cool to get to the spillage.



eye-level controls—see them at a glance

All controls are set at eye level just where you can see them at a glance. So easy to reach, right out of the way of pans, steam and heat. And right out of the way of inquisitive little fingers. Have a closer look—so easy to clean, no grooves or crevices or windows to trap dirt or grease.

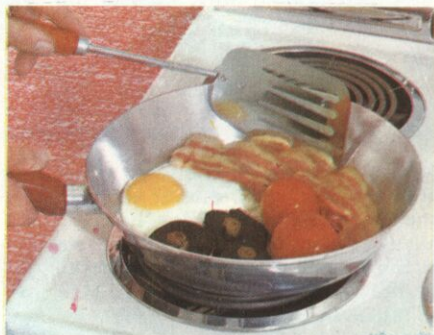
hob lifts up for cleaning

When you feel like giving the hob a thorough clean it is not a mammoth job, simply uncatch the hob at the front and lift it up. A metal stay holds it safely in place while you clean inside the hot-cupboard and grill compartment.



frying and griddle cooking too

Frying is so simple on these new plates, and with the new Temset control to maintain exactly the correct heat you want, it's easier still.



A heavy-duty griddle plate can be supplied for 18s 6d extra, so useful for drop scones, Welsh cakes, etc.

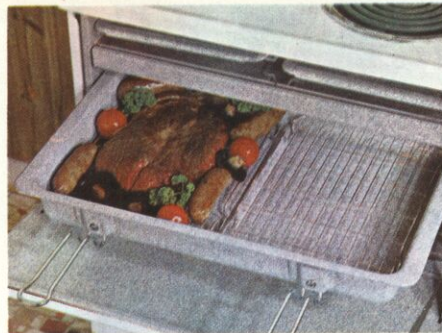
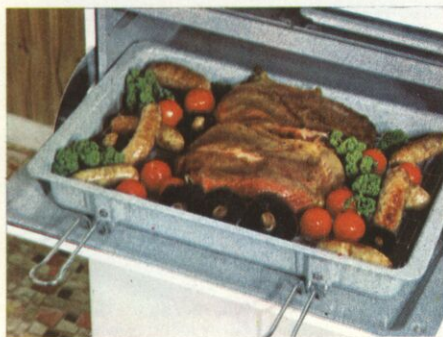


exclusive giant "double" grill

This exciting new Belling development brings you the best of both worlds in grilling. Now you have all the advantages of the largest grilling area, with all the economy of an ordinary grill if needed.

HOW IS IT DONE?

Very simply, there are two separate ordinary size grill elements side by side, and you can either switch one on when you are just cooking for one or two (see *top photo*) or you can switch both on when you are cooking for the whole family. Simple isn't it, and so economical. No wasted heat, choose whichever size of grilling area you need for the particular meal you are cooking.



choice of pan sizes

The large pan (see *top photo*) is supplied as standard but if you prefer you can have two ordinary size pans instead without extra cost (see *below*). Alternatively you can have one or two ordinary pans in addition to the standard large pan at slightly extra cost.



keeps plates and food warm

Fine large hotcupboard keeps plates and food warm ready for serving. Ideal too for storing crockery when not in use. On Classic Super 60 and 70 the hotcupboard is independently heated so that it can be used on its own. Drop down door makes useful serving shelf.

Rotary Spit

This low-priced Rotary Spit fits under the grill—ideal for small chickens, joints, etc. No electrical parts or connections—rotated by powerful clockwork motor. **£3.17.6** extra (if ordered with cooker).



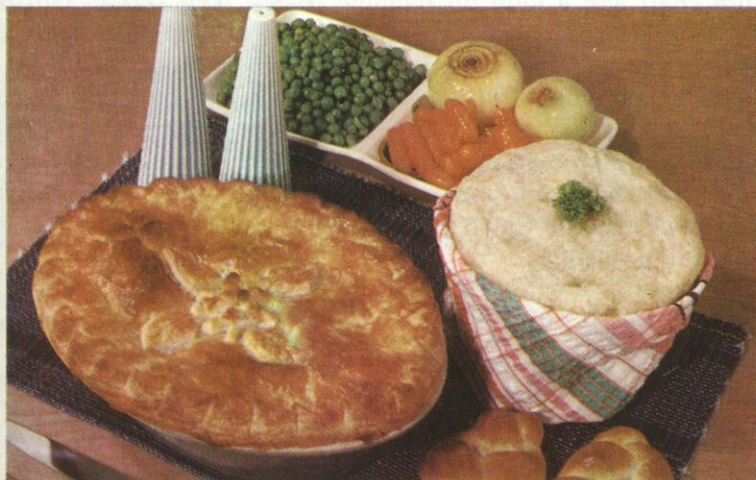
You and your Belling will produce perfect results every time

You and your Belling will make a perfect team. Here is a cooker that will do justice to all the care and effort you put into preparing all those appetising meals for your family and friends.

A cooker to rely on every time, whether you have been cooking for years or only just beginning. No other piece of household equipment plays such an important part in the happiness and well-being of you and your family.

The oven is so easy to use, and so good tempered the boiling plates so fast and simple to control and there is the finest grill ever. And what's so important, it's all so easy to clean afterwards—not that it gets very dirty!

Just look at this mouth-watering baking *Cakes so light and airy, pastries cooked to perfection, bread so crisp and new as only home-made bread can be. Victoria Sandwiches so evenly risen and golden brown. Mouth-watering roasts with all the succulent juices retained.*



THE NEW AUTOMATIC

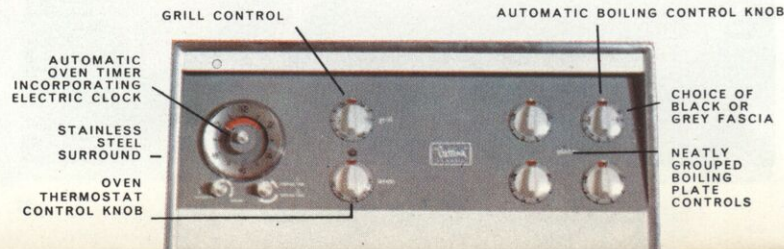
"Bellini"

The new Classic Super Fifty is a thoroughbred among cookers. It's the triumphant result of 50 years' engineering skill blended with brilliant design flair. It has been produced up to a standard rather than down to a price, and yet it costs little more than an ordinary cooker.

The following pages show just how out-of-the-ordinary the Super Fifty is. Take the oven, for instance. You can see immediately into the floodlit interior through the inner glass door. It's a very large, perfectly heated oven, with Automatic Time Control of course to take charge while you're out. But look more closely. Notice how the slide-out roof incorporates a time-and-temperature chart and a loop for hanging roasts. The anti-splash tray keeps the oven especially clean, but when it does need cleaning, the lining comes right out in one piece, and the roof, too!

The same thoughtful attention to detail is apparent in the exclusive "double" grill with its economy switch, the Temset control (no pan need ever boil over again), the four fast-boiling radiant plates—and a host of other features. The elegant styling does justice to the Super Fifty's performance, and underlines its remarkable value.

choice of black or grey fascia



CLASSIC SUPER FIFTY

SPECIFICATION Automatic oven timer, electric kitchen clock, eye-level controls, four fast-boiling 7" radiant plates (one with Temset automatic boiling control), chromium boiling plate trims, 16"×10" "double" grill (choice of one 16"×10" grill pan or two 10½"×8" grill pans), infinitely variable heat controls, removable drip trays, large hotcupboard with drop-down door, removable oven roof and ready reckoner, removable oven lining, automatic oven light, removable inner glass door, reversible oven door, oven anti-splash tray, mounted on rollers at back.

£59.19.6

OPTIONAL SPECIFICATION

TWO SMALL GRILL PANS

Two 10½"×8" grill pans (and centre runner adaptor) can be supplied **instead of** standard 16"×10" grill pan **without** extra cost.

TWO SMALL GRILL PANS

Two 10½"×8" grill pans (and centre runner adaptor) can be supplied **as well as** standard 16"×10" grill pan for **28s 0d** extra

ONE SMALL GRILL PAN

One 10½"×8" grill pan (and centre runner adaptor) can be supplied **as well as** standard 16"×10" grill pan for **17s 9d** extra

WAIST LEVEL ROTARY SPIT

Fits in the grill pan under the grill. Cooks small joints and chicken perfectly, retaining all the succulent juices. See p. 78. **£3.17.6**

ROUND GRIDDLE PAN

Can be used on boiling plates to cook drop scones, Welsh cakes, etc. See p. 77. **18s 6d**

These prices are subject to purchase tax if ordered separately

FINISH

Body: **White** or **Cream** finest quality vitreous enamel

Interior: pale grey vitreous enamel throughout

Fascia: choice of pale grey or jet black with stainless steel surround

DIMENSIONS

Height to hob top: 36". Hob: 21"×21"

Overall: 53½"h.×24½"d.×21"w.

Oven: 16"h.×15"d.×15"w.

Hotcupboard: 6¼"h.×19"d.×18½"w.

Detailed dimensions available for planning fitted kitchens

ELECTRICAL LOADING

7" Boiling Plates: 2 kW each

Oven: 3 kW

Grill: 2.75 kW (1.375 kW each half)

EQUIPMENT

Supplied complete with deep oven pan, anti-splash tray, three plated rod shelves, deep grill pan and grids, cookery book, auto-timer book and instruction book.

choice of black or grey fascia



THE NEW AUTOMATIC

"Belling"

CLASSIC SUPER FIFTY

FULLY AUTOMATIC OVEN TIMER

Leave the cooker with confidence while you're out shopping or at work, or while you're getting on with the housework—the Auto-Timer will look after the oven for you. It switches the oven on at any time you wish and then switches off again after the cooking time has elapsed.

ELECTRIC CLOCK

Combined with the Auto-Timer is an accurate electric clock.

SUPER SIZE OVEN

Super size oven, clear of all elements, measures 16"×15"×15" and takes the very largest turkey with ease.

OVEN ROOF SLIDES OUT

The vitreous enamelled oven roof slides right out for the easiest possible cleaning. So handy, because the roof is always the dirtiest and hardest part of the oven to clean.

Cooking temperatures and hints are printed on the removable roof.

*perfect baking—even when cooking automatically
—one of the many virtues*



OVEN LINING COMES RIGHT OUT

The streamlined oven lining is made in one piece and can be pulled right out for easy cleaning. There are no cracks or crevices to harbour grease; no ventilation holes in the side so there is no chance of fat spitting on the elements and smelling.

INNER GLASS DOOR

Open the sealed oven door and there's a full size inner glass door so that you can see the *whole* oven clearly. See what's cooking just when you like without spoiling the food or wasting any heat. **Does not steam up.**

REVERSIBLE OVEN DOORS

Both the outer oven door and the glass door can be hung on the left or right as preferred.

FLOODLIT OVEN

Just open the door and the oven is immediately floodlit, so the cooker can be used in even the darkest corner of the kitchen.

PERFECT PRECISION COOKING

Just turn the oven control knob to the temperature you require (shown on removable oven roof) and the oven thermostat will automatically maintain that temperature. Pilot lamp shows you exactly when to put the food in—no guess-work here!

LOOP FOR HANGING ROASTS

There's a loop in the top of the oven to hang-roast your chicken, turkey or joint. Enables heat to circulate freely all round.

THREE SHELVES—

—SEVEN POSITIONS

Seven positive positions without the bother of reversing the shelves. Ample room for three shelves of food.

THREE OVEN ELEMENTS

In order to provide gentle, good-tempered, all-round oven heating, three separate oven elements are fitted, one each side and one underneath—this is the secret of the renowned Belling baking results.

NEW TYPE DOOR CLOSURE

A new positive door latch enables door to be closed gently without touching the handle when your hands are full.

FOUR FAST RADIANT PLATES

Four of the very latest 7" fast-boiling radiant plates. Watch them glow red almost as you switch on.

EASY TO CONTROL

All boiling plates are fitted with variable controls to provide continuous range of heat from fast boil to the lowest simmer.

QUICK RESPONSE

Not only do the radiant plates heat up quickly, but just as important they cool down quickly: this makes it much easier to control boiling and prevent boiling over.

EASY-CLEAN DRIP TRAYS

Any spillage from the boiling plates is caught in the two large drip trays underneath each side of the hob. No need to wait until the plates have cooled down before you can deal with the spillage. You can take the trays out immediately anything boils over.

USE ANY TYPE OF PAN

With these latest boiling plates any type of pan may be used—there is no need to buy special utensils.

£59.19.6

EXTRA LARGE HOTCUPBOARD

There is an extra large hotcupboard (which also houses the grill) so that plates and food can be kept warm.

DROP-DOWN HOTCUPBOARD DOOR

Drop-down door to grilling compartment provides really useful shelf for serving.

RECESSED HOB

The edge of the hob is raised in order to prevent spillage down the sides and front.

MOST VERSATILE GRILL (see p. 78)

With grilling becoming more and more an everyday means of cooking, too much attention cannot be paid to grilling facilities. Here is the most versatile, most sensible grill arrangement ever offered, yet another feature that keeps the Belling Classic right in front as Britain's most sensible, cooker.

SUPER SIZE "DOUBLE" GRILL

Full width grill takes a full mixed grill for the whole family. Almost double the capacity of the usual grill pan.

"DOUBLE" GRILL SAVES MONEY

Two grill elements are fitted so that either the whole of the grilling area or only one half of the grill can be used as required. *No need to waste money heating the whole grill when only a small meal is being cooked.*

USE JUST ONE HALF OF GRILL

For snacks or toast there is no need to use the whole grill, just switch on half the grill.

TWO PANS IF YOU PREFER

The Classic Fifty can be supplied with two 10½"×8" grill pans instead of the giant "double" grill pan without any extra cost.

choice of black or grey fascia

AUTOMATIC OVEN TIMER AND
ELECTRIC CLOCK

BOILING PLATE
CONTROLS

STAINLESS
STEEL SURROUND

FOUR FAST BOILING
RADIANT PLATES

AUTOMATIC BOILING
CONTROL ON THIS
BOILING PLATE

HOTCUPBOARD
HOUSES
DOUBLE GRILL

DROP DOWN
HOTCUPBOARD DOOR
MAKES
SERVING SHELF

REVERSIBLE
OVEN DOOR

REMOVABLE
OVEN ROOF

FULL SIZE
INNER GLASS
DOOR

REMOVABLE
OVEN LINING

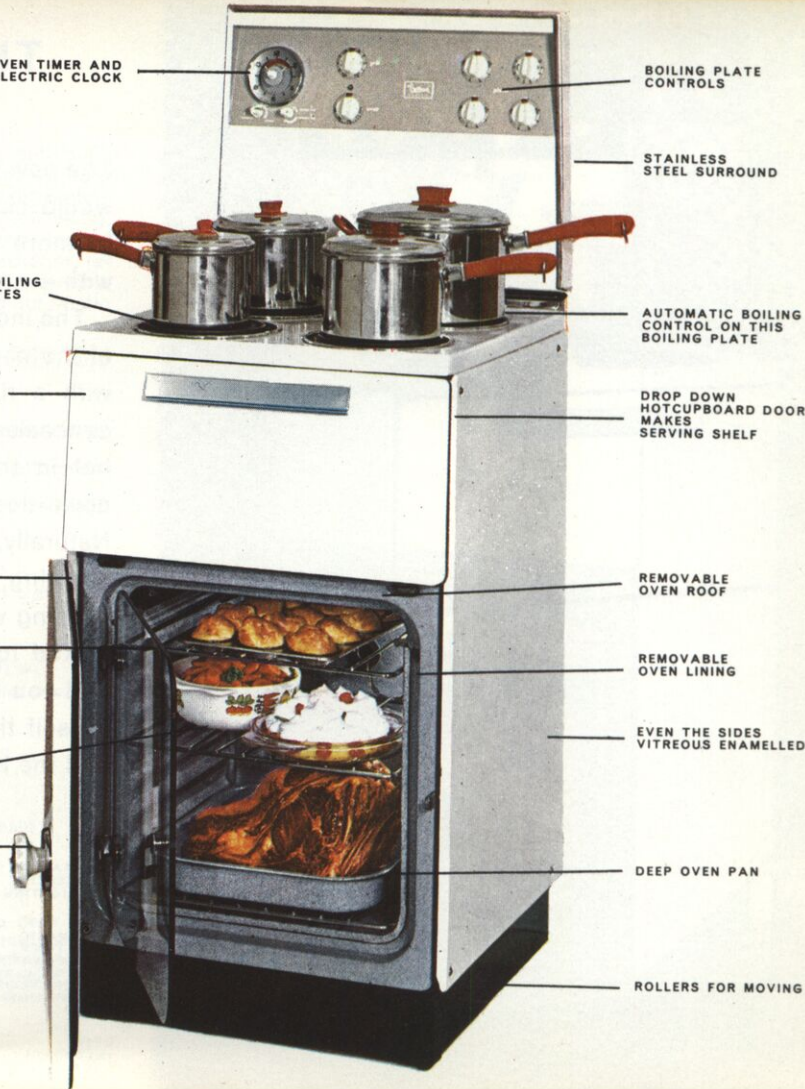
THREE
SHELF OVEN
TAKES
35 LB. TURKEY

EVEN THE SIDES
VITREOUS ENAMELLED

NEW TYPE
DOOR
CLOSURE

DEEP OVEN PAN

ROLLERS FOR MOVING



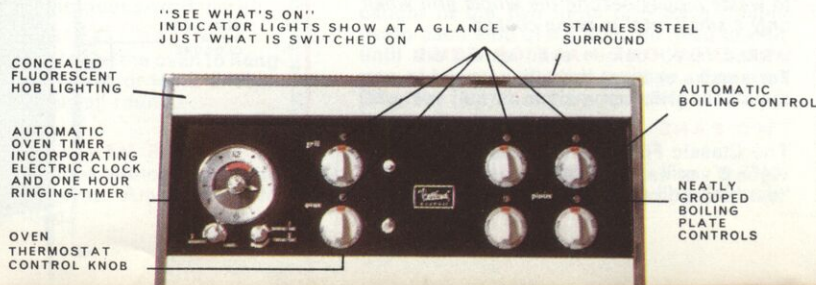
THE NEW AUTOMATIC

"Belling"

The new Classic Super Sixty, a de luxe version of the Super Fifty, would claim pride of place in any dream kitchen. Its attraction, is more than skin-deep, and it combines classical elegance with every forward-looking technical feature of electric cooking.

The indicator lights on the controls show at a glance which part of the cooker is switched on. The entire control panel (complete with a ringing-timer, incidentally) is attractively illuminated by concealed fluorescent strip lighting. Plates and food stay piping hot in the independently heated hotcupboard. Note the drop-down door which acts as a serving shelf—such a sensible idea! Naturally, the Super Sixty has all the exclusive Belling easy-cleaning features—and the cooker itself is mounted on smooth-running wheels so that you can move it away from the wall.

Add to this the already luxurious features of the Super Fifty, and you have a cooker which appeals to any housewife who sets herself the highest standards, both in the quality of her cooking and the appearance of her kitchen.



CLASSIC SUPER SIXTY

SPECIFICATION Neon indicator lamps, fluorescent hob light, automatic oven timer, electric kitchen clock, one hour ringing-timer, eye level controls, four fast boiling 7" radiant plates (one with Temset automatic control), chromium boiling plate trims, 16"×10" "double" grill (choice of one 16"×10" pan or two 10½"×8" pans), infinitely variable heat controls, removable drip trays, large independently heated hotcupboard with drop down door, removable oven roof and ready reckoner, removable oven lining, automatic oven light, removable inner glass door, reversible oven door, oven anti-splash tray, mounted on three large wheels with automatic brake.

£69.19.6

OPTIONAL SPECIFICATION

TWO SMALL GRILL PANS

Two 10½"×8" grill pans (and centre runner adaptor) can be supplied **instead of** standard 16"×10" grill pan without extra cost.

TWO SMALL GRILL PANS

Two 10½"×8" grill pans (and centre runner adaptor) can be supplied **as well as** standard 16"×10" grill pan for **28s** extra.

ONE SMALL GRILL PAN

One 10½"×8" grill pan (and centre runner adaptor) can be supplied as well as standard 16"×10" grill pan for **17s 9d** extra.

WAIST LEVEL ROTARY SPIT

Fits in the grill pan under the grill. Cooks small joints and chickens perfectly, retaining all the succulent juices. See p. 78. **£3.17.6**

ROUND GRIDDLE PAN

Can be used on boiling plates to cook drop scones, Welsh cakes, etc. See p. 77. **18s 6d**

These prices are subject to purchase tax if ordered separately

FINISH

Body: **White** or **Cream** finest quality vitreous enamel

Interior: pale grey vitreous enamel throughout

Fascia: choice of pale grey or jet black with stainless steel surround.

DIMENSIONS

Height to hob top: 36". Hob: 21"×21"

Overall: 53½"h.×24½"d.×21"w.

Oven: 16"h.×15"d.×15"w.

Hotcupboard: 6½"h.×19"d.×18½"w.

Detailed dimensions available for planning fitted kitchens

ELECTRICAL LOADINGS

7" Boiling Plates: 2 kW each

Oven: 3 kW

Grill: 2.75 kW (1.375 kW each half)

Hotcupboard 250 W

EQUIPMENT

Supplied complete with deep oven pan, anti-splash tray, three plated rod shelves, deep grill pan and grids, cookery book, auto-timer book and instruction book.



THE NEW AUTOMATIC

"Belling"

CLASSIC SUPER SIXTY

JUST LOOK AT THE FEATURES

The superb luxurious Classic Super Sixty has all the features of the Classic Super Fifty (p. 82) plus the following special features:

FLUORESCENT LIGHTING

Concealed fluorescent tube built into a recess above the fascia panel clearly illuminates the controls as well as the hob. This, combined with automatically floodlit oven, enables the cooker to be used in the darkest corner of the kitchen.

"See what's on" INDICATOR LIGHTS

Neon indicator lamps above each control knob clearly show at a glance just what is switched on (however low). So safe—no chance of leaving anything on by mistake now. A glance as you pass the cooker reassures you that everything is really switched off.



MOUNTED ON WHEELS

The cooker is mounted on three large wheels to enable it to be moved easily with one hand when cleaning. Automatic brake stops the cooker moving when in position and also prevents it being pulled out too far.

RINGING TIMER

Built into the combined Auto-Timer and Electric Clock is a useful ringing timer. Can be set to give you a reminder at any time up to 60 minutes, so useful when cooking cakes and for many other purposes. Rings continuously until switched off.

LARGE HEATED HOTCUPBOARD

The large cupboard under the grill has its own heating element and can be switched on quite independently of the rest of the cooker.

It is ideal for heating plates ready for serving and keeping served meals hot—just the thing for persistent late-comers.

A pilot light on the control panel clearly shows when the hotcupboard is switched on.

The cupboard is fitted with a drop-down door which provides a useful surface for serving.



£69.19.6

IDEAL FOR FITTED KITCHENS

This is the ideal cooker for incorporating in fitted kitchens without any need for building work or alterations. Because it glides easily on wheels it can be fitted into a space only a fraction of an inch wider than the cooker. Overcomes all the problems of fitted units, makes access for cleaning and maintenance a second's work instead of a major operation.

ALL THESE SPECIAL FEATURES plus

Automatic oven timer

Oven can be set to switch on and off automatically at any required time.

Automatic boiling control

Temset boiling control can be set to maintain any heat—prevents boiling over and burnt pans.

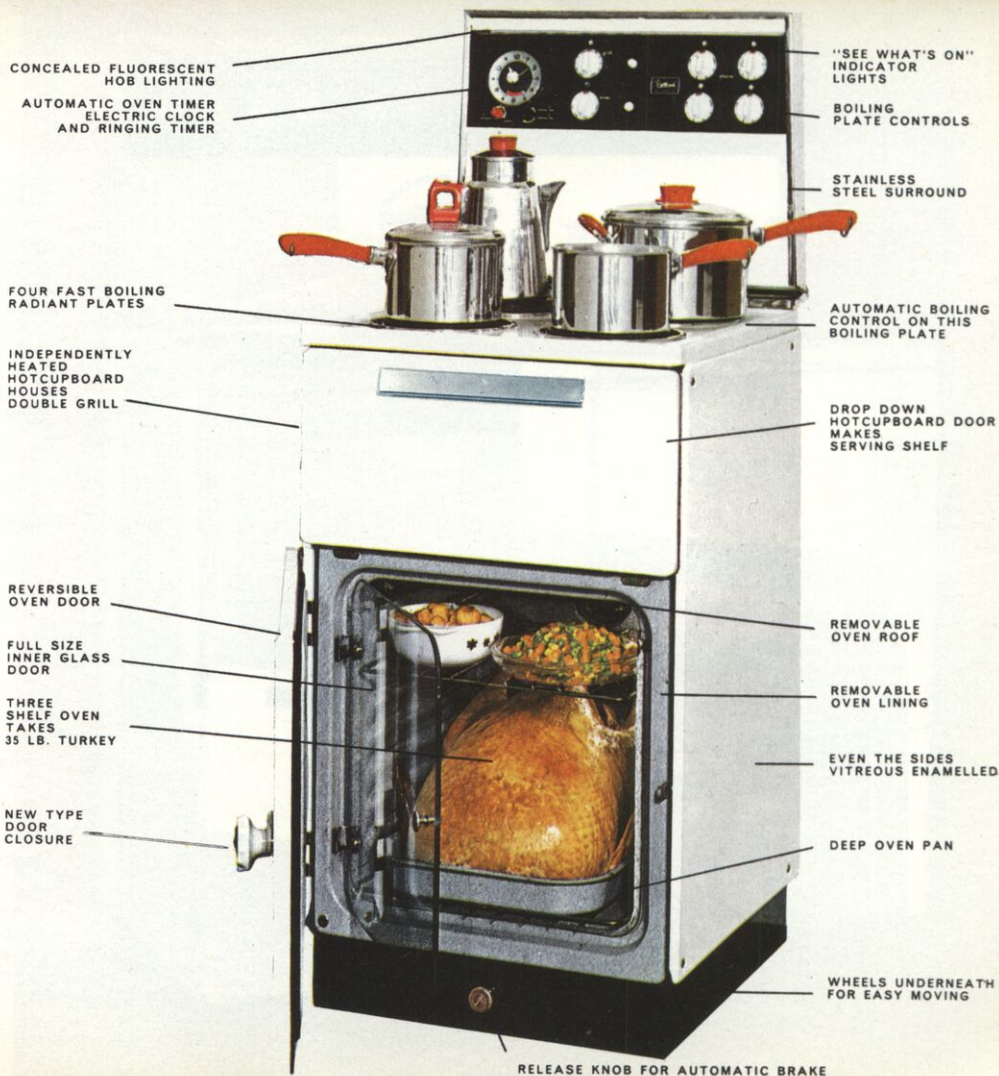
Exclusive "double" grill (see p. 78)

Cooks a complete meal for the whole family. So economical only one half need be switched on when cooking snacks or a meal for just one or two. Choice of grill pans.

Four extra fast boiling plates

Glow red when full on—extra fast—use any type of utensil.

and all the other features of the Belling Classic Super Fifty, see p. 80.



the new AUTOMATIC

If you try to imagine sheer cooking luxury—and then double it!—you will have summarized the specification of the new Classic Super Seventy. In this cooker, however, we have not just created a new standard of lavish design for its own sake; every single feature is intensely practical. The waist-level oven, for example, is at exactly the right height, no need to stoop at all, and you can see at a glance just what is going on through the inner glass door. The second oven is priceless if you're in a hurry or you have a great deal of food to cook—you can cook two entirely different meals at the same time—bake Victoria Sandwiches in one, while you're roasting a succulent round of beef in the other! The working surface—just where you need it—and the utensil drawer actually save kitchen space, there's even a power point for your electric kettle or coffee percolator. A connoisseur recognizes value as well as perfection—and this is a connoisseur's cooker!



CLASSIC SUPER SEVENTY

SPECIFICATION Two ovens, both with removable roof and lining, and inner glass door, neon indicator lamps, eye-level controls, fluorescent hob lighting, automatic oven timer, electric kitchen clock, 5 hour ringing timer, four fast boiling 7" radiant plates (one with Temset automatic boiling control), chromium boiling plate trims, 16"×10" "double" grill (choice of one 16"×10" grill pan or two 10½"×8" grill pans) infinitely variable heat controls, removable drip trays, large independently heated hotcupboard with drop down door, removable oven lining, automatic oven lighting, oven anti-splash trays, large storage drawer, mounted on castors for easy moving.

£118.0.0

Optional features as Classic Super Sixty, see p. 85.

Finish: **White** or **Cream** finest quality vitreous enamel, with **Pale Grey** vitreous enamel interior.

Jet Black or **Pale Grey** fascia with stainless steel surround.

Dimensions:

Height to hob: 36". Hob: 42" wide × 21" deep

Overall: 53½" high × 42" wide × 24½" deep

Ovens: 16" high × 15" wide × 15" deep

Hotcupboard: 6½" high × 18½" wide × 19" deep

Drawer: 7" high × 15½" wide × 16½" deep

Detailed dimensions available for planning fitted kitchens.

Electrical loadings:

7" boiling plates: 2 kW each. Grill: 2.75 kW (1.375 kW each half). Oven: 3 kW. Hotcupboard: 250 W. AC only

Equipment:

Supplied complete with two oven pans and anti-splash trays, six plated oven rod shelves, deep grill pan and grids, cookery book, auto timer book and instruction book.

delivery in mid November 1963



THE NEW AUTOMATIC *Belling* CLASSIC SUPER SEVENTY

Breaking away completely from the traditional style of cooker, the Belling Classic Super Seventy has two extremely spacious ovens, one at waist level, and ample space for preparation alongside the boiling plates. It has all the features of the Classic Super Sixty (p. 84) plus the following special features:

*perfect working surface—just where it is needed.
Waist-level oven saves stooping*



TWO INDEPENDENT OVENS

Two entirely independent ovens, so that two entirely separate meals can be cooked at the same time—what a boon for the busy housewife.

SLIDES INTO FITTED KITCHEN

Castors enable the cooker to glide into position in a fitted kitchen with only a fraction of an inch space either side.

WORKING SURFACE

See how convenient the extra working space is for preparing cooking and serving meals—where could be better? Actually saves space.

HEATED HOTCUPBOARD

Independently heated hotcupboard under the grill can be switched on to keep plates and food piping hot. Drop down door provides further serving space.

In addition either oven can be used for plate or food warming by setting to 200°.

independently heated hotcupboard



WAIST-LEVEL OVEN

—NO STOOPING

The left-hand oven is raised to waist level—so convenient to use the oven without stooping.

KETTLE SOCKET

Handy 13 amp. fused plug and socket are provided below the control panel so that a kettle can be used on the working surface just where it is most wanted. Ideal too for coffee percolator, toaster or even electric iron.

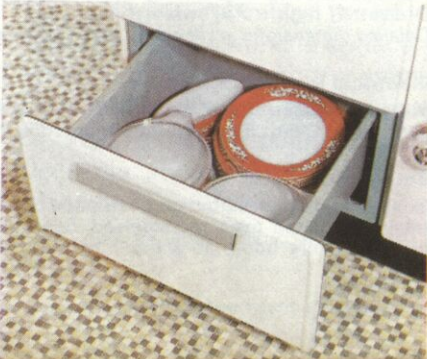
CASTORS

Castors are fitted to enable the cooker to be moved in any direction with the greatest of ease.

UTENSIL AND STORAGE DRAWER

A deep drawer is provided for storing utensils and all manner of kitchen tools—just where you need them most.

deep storage and utensil drawer



£118.0.0

ALL THESE SPECIAL FEATURES plus

"See what's on" neon indicators

Show at a glance just what is switched on (however low)—nothing left on accidentally now, its so safe.

5 hour ringing timer

Alongside the auto timer and electric clock is a very useful 5 hour ringing timer to give you a reminder when you need it.

Fluorescent lighting

Concealed fluorescent tube in the top of the fascia panel, illuminates all the controls as well as the hob and working surface.

Automatic Oven Timer

Left-hand oven can be controlled by Automatic Oven Timer when required.

Automatic Boiling Control

Temset boiling control can be set to maintain heat—prevents boiling over and burnt pans (on right hand rear plate).

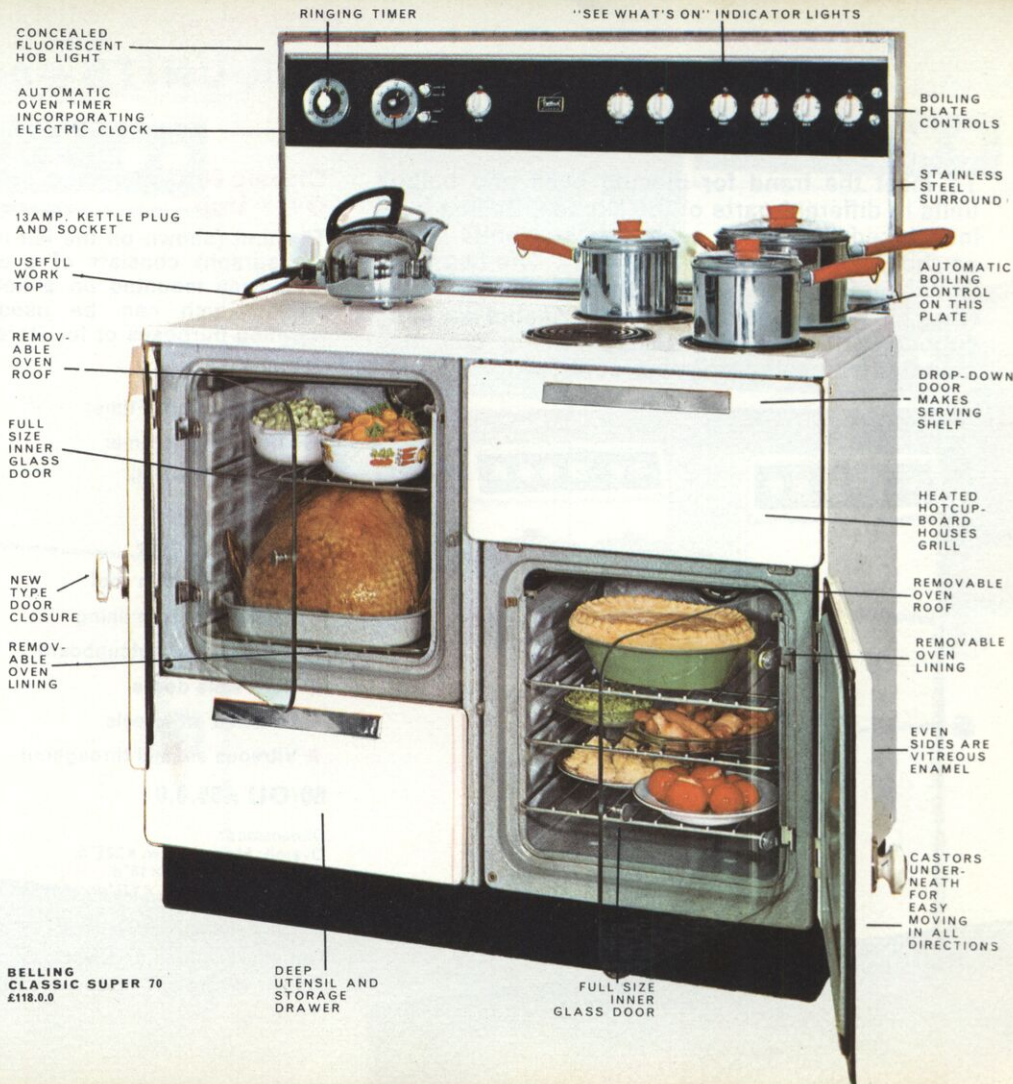
Exclusive "double" grill

Giant 16" x 10" "double" grill cooks a complete meal for the whole family. So economical—only one half need be switched on when cooking snacks or a meal for just one or two. Choice of grill pans.

Four extra fast radiant boiling plates

Glow red when full on—extra fast—use any type of utensil.

and all the other features of the Belling Classic Super Fifty, see p. 80.



"Belling"

CLASSIC COOKER UNITS—no need for building work

To meet the trend for placing oven and boiling units in different parts of the kitchen, Belling have introduced these two self-contained units based on the Belling Classic Super Sixty. The two units (which are available separately) consist of (1) a large high-level oven mounted on heated warming cupboard and (2) boiling and grilling unit also mounted on heated warming cupboard.



Classic 60/OU Oven Unit

The unit (shown on the left in the photograph) consists of a waist-level oven mounted on a hotcupboard which can be used for warming purposes or for storage.

- Waist-level oven
- Automatic oven timer
- 5 hour ringing timer
- Eye-level controls
- Indicator lights
- Inner glass door
- Removable oven roof
- Removable oven lining
- Large heated hotcupboard
- Reversible doors
- Mounted on wheels
- Vitreous enamel throughout

60/OU £55.0.0

Dimensions:

Overall: 51½" h. x 21" w. x 23½" d.

Oven: 16" h. x 15" w. x 15" d.

Hotcupboard: 18" h. x 17½" w. x 19½" d.

Detailed dimensions available for planning fitted kitchens

Optional features as Classic Super Fifty, page 81

Finish: **White** or **Cream vitreous enamel** with **Pale Grey interior**. AC only

Classic 60/BU Boiling/Grilling Unit

Shown on the right in the photographs, this unit consists of four fast boiling radiant plates and a large "double" grill, both mounted on a hotcupboard.

- 4 fast boiling radiant plates
- Indicator lights on all controls
- Removable drip trays
- Eye-level controls
- Full width "double" grill
- 1 large or 2 small grill pans
- Automatic boiling control on one plate
- Large heated hotcupboard
- Reversible doors
- Mounted on wheels
- Vitreous enamel throughout

60/BU £63.10.0

Dimensions:

Overall: 51½" h. x 21" w. x 23½" d.

Hob: 36" h. x 21" w. x 21" d.

Hotcupboard: 18" h. x 17½" w. x 19½" d.

or alterations

no building work required

No building work or structural alterations of any kind are required to install these units. Not only do they not have to be fixed, but as they are mobile there is no problem when changing the kitchen layout around to accommodate new equipment. The boiling unit is 36" high to enable it to stand flush with existing units.

easy cleaning and maintenance

As both units are mounted on large wheels they can simply be wheeled into position with only a fraction of an inch to spare on either side. When cleaning or maintenance are needed, just release the brake and pull the unit out with one hand!

doors are reversible

In order to facilitate kitchen layout, provision is made for hanging the cooker doors on the left or right. Can be changed over at any time in a few minutes.

ample storage and warming space

The large cupboards can be used for storage or can be used for plate and food warming simply by turning on the switch.



"Belling"

FORTY-SEVEN and FORTY-EIGHT-

The Belling Forty-Seven and Forty-Eight are first-class family-sized cookers in the moderate price range. They are not in themselves new—in fact, nearly a million Forty-Sevens are now in daily use. This in itself is an indication of their widespread satisfaction which they have given, both to the people who have bought them and to those who have sold them!

However, it is true to say that the Forty-Seven and Forty-Eight are as forward-looking now as when they were first introduced. Small but significant modifications have been made to keep them absolutely up-to-date. The design of these cookers today, refined by so much accumulated practical experience, incorporates the very latest features and developments in electric cooking.

In producing them at such a modest price, we have not "skimped" on materials, workmanship or appearance. Well made, well finished and attractively styled, these cookers are extremely easy to use. "Reliability" is more than just "not going wrong electrically or mechanically". It's the confidence which the housewife can feel in *knowing* that she will get perfect results—time after time after time. And the simple, uncluttered controls means that you have no cause for anxiety, even if you've never cooked before.

*excellent grilling in fine deep enamelled grillpan
handle specially designed for perfect grip—remains cool*



boils or fries and grills or toasts at the same time

While you grill or toast underneath you can keep three pans boiling on top at the same time without using more electricity.



combined grill-boiler

The famous economical Belling grill-boiler enables you to carry out two cooking operations on one plate at the same time. Whilst you're boiling or frying on top you can toast or grill underneath at the same time. This enables complete meals to be cooked on the one plate, which is of course very economical.

Ample space under the hob is provided for keeping plates and food warm—drop-down door forms serving shelf.

cooks drop scones too

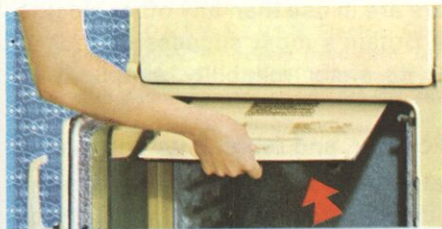
One of the virtues of the grill-boiler is that drop scones, Welsh cakes, etc. can be cooked directly on top of the plate—so handy when guests drop in for tea.

Cooked for a penny or two! Porridge, toast, sausages, egg, bacon, tomatoes and coffee all cooked on the grill-boiler—how economical.



the moderately priced **QUALITY** cookers

FULL
DETAILS ON
THE FOLLOWING
PAGES



removable oven roof

Belling Forty-Seven and Forty-Eight cookers are so easy to clean, even the oven roof slides right out so that it can be taken to the sink to clean—no need for gymnastics now when cleaning the top of the oven!

Belling oven ready reckoner

	COOKING TEMPERATURE	2 lb	3 lb	4 lb	5 lb	6 lb
BEEF	375°	1 hr	1-15m	1-20m	1-25m	2-30m
MUTTON LAMB	375°	1-15m	1-20m	1-25m	1-30m	2-35m
PORK VEAL	350°	1 hr	1-15m	1-20m	1-25m	2-30m
CHICKEN	375°	1-15m	1-20m	1-25m	1-30m	2-35m
TURKEY	325°	1-15m	1-20m	1-25m	1-30m	2-35m

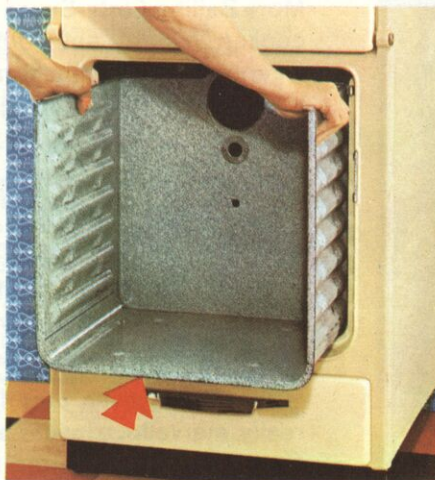
POSITION
When cooking, always use the bottom of the oven or the top of the heating element.

AUTO TIMER
When using, always use the timer in the oven and not the kitchen timer.

oven
heats
and
positions

handy
ready
reckoner

On the top of the oven roof is a handy ready reckoner to give you at a glance oven times and temperatures.



removable oven lining

The exclusive Belling one piece oven lining comes right out in one piece for the easiest possible cleaning—no cracks or crevices to harbour dirt. The back, sides and bottom all come out in one unit.

inner glass door

See what's cooking when you like—open the oven door when you like. The full size inner glass door enables you to see the whole of the oven without losing heat or spoiling the cooking. Both the inner glass door and the oven door lift off for easy cleaning.

easy to control

Both boiling plates are fitted with simmer controls to provide infinitely variable heat control from lowest simmer to full boil—just like a tap. Not only do the boiling plates heat up quickly but what is just as important, they cool down quickly too.

utensil drawer

A handy drawer is fitted in the base of the cooker, providing useful storage space for utensils and kitchen oddments.

really fast boiling

Two large radiant boiling plates ensure really fast boiling. The larger of the two plates takes two pans at a time with ease.

large boiling plate takes two utensils easily



"Belling"

FORTY-SEVEN — Britains

More Belling Forty-Seven cookers are in use than any other electric cooker. Without any doubt it is Britain's most successful cooker, a reputation steadily earned by its sheer reliability, simplicity of use, and perfect cooking.

It is a first-class family-sized cooker, and represents unbeatable value and quality in the moderate price range. It is made from the finest quality materials, and constructed round a very sturdy cast-iron frame.

The Forty-Seven is the result of years of continuous research and development, which have culminated in the production of this thorough-bred.

The Forty-seven produces excellent cooking results: there is a really marvellous oven, big enough to cook even a big Christmas turkey easily. There are two very fast boiling radiant plates, with simmer controls to provide any degree of heat you wish. Then there's a fine grill-boiler which enables you to boil or fry on top whilst grilling or toasting underneath.

It is full of commonsense ideas including removable oven roof and oven lining that come right out for the easiest of easy cleaning, inner glass door so that you can clearly see what's cooking without losing any heat or spoiling the food—just to mention a few.

Attention has been paid to even the merest trivial details in order to ensure that this cooker gives years and years of service without any trouble—its reputation for reliability being second to none.

most successful electric cooker

SPECIFICATION

BELLING FORTY-SEVEN Electric Cooker with thermostatic oven control, inner glass door, removable oven roof, removable oven lining, 8" radiant plate with Simmerstat, 6½" radiant plate with Simmerstat, 10½"×8" waist-level grill-boiler with 3-heat control, handy drawer, rollers at back for easy moving.

£41.17.6

OPTIONAL FEATURES

Simmerstat for grill-boiler **15s 6d** extra
Chromium-plated hob trims **13s 6d** per set
Waist-level rotary spit **£3.17.6** (purchase tax if ordered separately).

EQUIPMENT

Supplied complete with oven pan, three oven rod shelves, grill pan and grid, deflector plate, cookery book and instruction book.

ELECTRICAL LOADINGS

Oven: 2.5 kW. 8" Plate: 2 kW. 6½" Plate: 1.2 kW. Grill-boiler: 2.3 kW. AC only.

FINISH

Body: finished in finest quality **White** or **Cream vitreous enamel**

Interior: light grey vitreous enamel throughout

Hob: white or cream. Also red, green, blue or black without extra cost.

DIMENSIONS

Height to hob top: 36"

Overall height: 44". Width: 21"

Depth: 22½". Hob: 21"×21"

Oven: 16"h.×13"w.×13"d.

Hotcupboard: 7"h.×18½"w.×18½"d.

Drawer: 4"h.×16"w.×15"d.

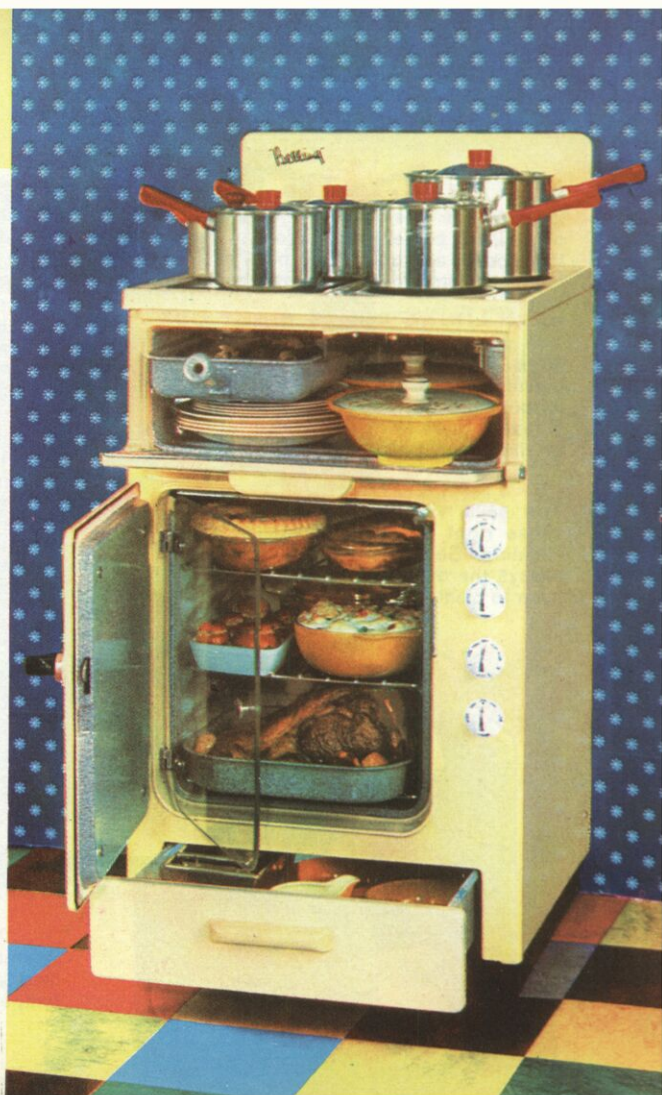
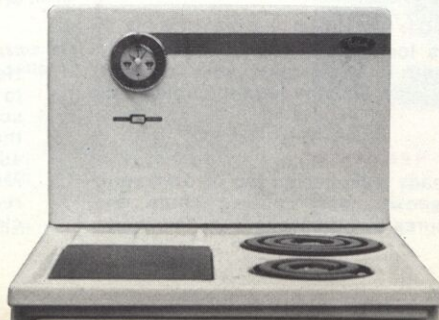
Detailed dimensions available for planning fitted kitchens

Auto-Timer Version 47T

Just like the Belling 47 but with the addition of a combined Auto-Timer, electric clock and ringing timer. It's so easy to use, just set the starting time and the cooking time, and the Auto-Timer will look after the oven for you. It will switch on at just the right time, and then switch off when the cooking is completed, even though you may be miles away. Built-in ringing timer can be set to ring at any time up to five hours. In every other respect the 47T is just like the 47; and costs **£49.5.0.**

DIMENSIONS

exactly as 47 above except that height is 49½", and depth is 23¾".



the famous

Belling

FORTY-SEVEN —

EASY CLEANING

It's easy to clean—oven roof slides out, oven lining comes out. Rollers in base so that cooker can be pushed back easily. No fumes or flame to cause unnecessary dirt.

OVEN LINING COMES RIGHT OUT

The streamline oven lining is made in one piece and can be pulled right out for easy cleaning. There are no cracks or crevices to harbour grease; no ventilation holes in the sides so there is no chance of fat spitting on the elements and smelling.

OVEN ROOF SLIDES OUT

The solid vitreous enamelled oven roof slides right out for the easiest possible cleaning. So handy, because the roof is always the dirtiest and hardest part of the oven to clean.



OVEN DOOR LIFTS OFF

For easy cleaning both the oven door and the glass door can be lifted off.

SEE WHAT'S COOKING

Open the sealed oven door and there's a full size INNER GLASS DOOR so that you can see the whole oven clearly. See what's cooking just when you like without spoiling the food or wasting heat.

PERFECT PRECISION COOKING

Just turn the oven control knob to the temperature you require and the oven thermostat will automatically maintain that temperature. A pilot lamp above the control knob shows you exactly when to put the food into the oven—there's no guess-work here, it's perfect precision cooking.

THREE SHELVES —SEVEN POSITIONS

Extra tall oven gives ample room for three shelves of food. Shelves are sturdily made and heavily chromium plated. Seven positive shelf positions without the bother of reversing the shelves.

LOOP FOR HANGING ROASTS

There's a loop in the top of the oven to enable you to hang-roast your chicken, turkey or joint. Enables heat to circulate all round.

READY RECKONER

Useful ready reckoner on top of oven roof, clearly shows oven cooking times and temperatures at a glance.

BRIGHT OVEN INTERIOR

Pale grey oven interior gives oven bright, clean, hygienic appearance—finish is acid-resisting vitreous enamel for extra long life.

FAST BOILING

Specification now includes two fast boiling radiant plates. Watch the plates glow red almost as you switch on. Uses any utensil. Full size 8" radiant plate takes two pans. Simmerstat ensures any degree of heat from simmer to fast boil.

HOB LIFTS FOR CLEANING

In less than a minute you can lift the hob off your cooker for easy cleaning. Interchangeable hobs are available in red, blue, green, black, white and cream so that if you change your kitchen colour scheme you can have a new hob to match.

JUST THE RIGHT HEIGHT

It's a full size cooker with 36" high hob top, acknowledged for years to be the best working height—same height as the rest of your kitchen furniture.

HANDY DRAWER

Here is the answer to the problem of where to keep your cake tins and small utensils: so handy for your oven cloth as well. When the oven is in use the drawer provides additional warming space for plates and food, and even for airing! The smooth-running drawer can be pulled right out to clean the floor under the cooker.

£41.17.6

WAIST-LEVEL GRILL-BOILER

This consists of a solid rectangular boiling plate with a red glowing element beneath it. This enables grilling or toasting to be carried out whilst three pans are kept boiling on top at the same time. Many complete meals can be cooked on the grill-boiler, all at very low cost. Appetizing drop scones, soda bread, Welsh cakes and other recipes can be cooked direct on the top surface of the combined grill-boiler. It's so convenient, and so economical.

KEEPS PLATES AND FOOD HOT

Hotcupboard keeps plates and food hot. Drop-down door keeps the heat in and gives cooker neat, finished appearance.

See how much you can cook on a grill-boiler



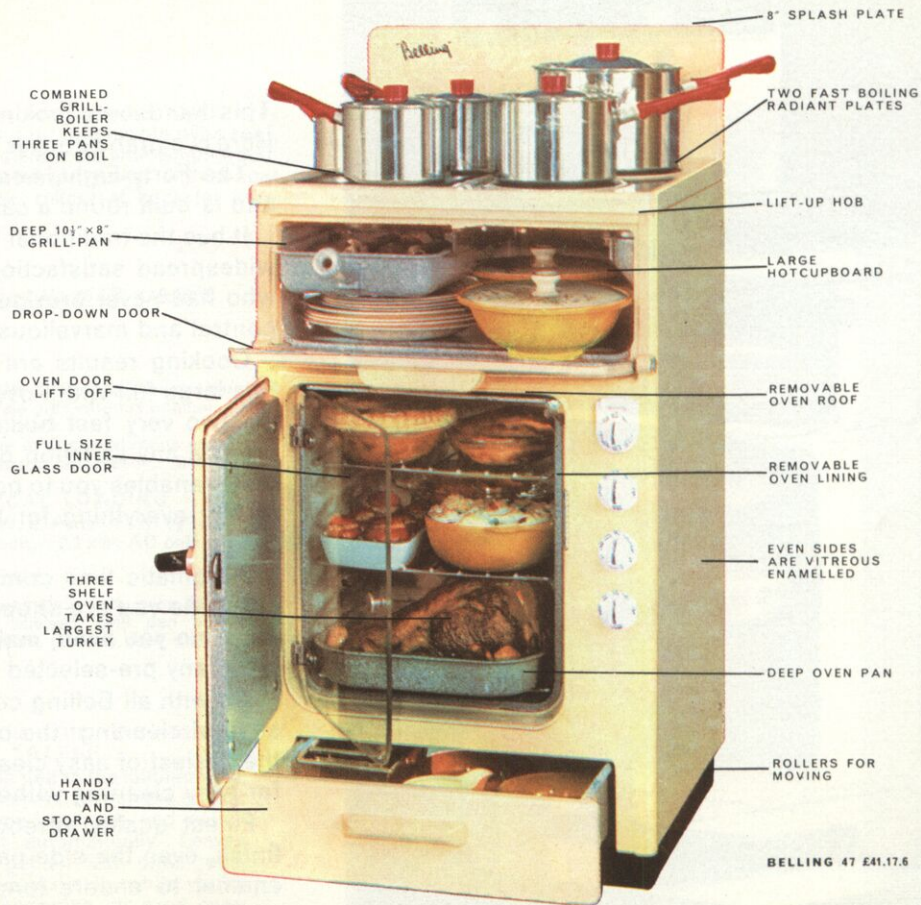
Grill-boiler keeps three pans boiling

cooks scones, etc. direct on plate

10½" x 8" grill pan

large hotcupboard

useful serving shelf



BELLING 47 £41.17.6



FORTY-EIGHT



This handsome-looking cooker will be welcomed in any kitchen. Here is a grand cooker that will give years and years of satisfaction.

The Forty-Eight is constructed from the finest quality materials, and is built round a cast-iron frame.

It has the traditional Belling hallmark of reliability, and has given widespread satisfaction wherever it has been used. Housewives who had never previously used an electric cooker praise its easy control and marvellously consistent results.

Cooking results are really excellent and consistent—there's a fine large full-width oven, big enough for the largest turkey. There are two very fast boiling radiant plates with simmer controls to provide any variation of heat you require. A large combined grill-boiler enables you to boil or fry and grill or toast at the same time—in fact everything for the housewife who is cooking for a large family.

Automatic time control on the oven, enables the cooker to be left while you are shopping or at work. It switches the oven on at any time you wish, maintains the right temperature and switches off at any pre-selected time.

As with all Belling cookers great attention has been paid to the ease of cleaning: the oven lining and the oven roof slide out, for the easiest of easy cleaning. Even the oven doors can be lifted off for easy cleaning without stooping.

Finest quality vitreous enamel provides an almost everlasting finish, even the side panels of the cooker are finished in vitreous enamel to ensure long life and freedom from discoloration or peeling.

with Automatic Oven Time Control

SPECIFICATION

BELLING FORTY-EIGHT Auto-Timer control on oven, electric clock, eye-level controls, thermostatic oven control, inner glass door, removable oven roof, removable oven lining, automatic oven lighting, 8" radiant plate with Simmerstat, 6½" radiant plate with Simmerstat, 10½"×8" waist-level grill-boiler with 3-heat control, chromium trims to all plates, handy drawer, rollers at back for easy moving.

£53.17.6

Also available without Auto-Timer and Electric Clock (List No 48AB) £49.19.6

Optional features:

Simmerstat for grill-boiler **15s 6d** extra
Waist-level rotary spit for use under the grill **£3.17.6** (Subject to purchase tax if ordered separately.)

DIMENSIONS

Height to hob top: 36"
Overall height: 51½". Width: 21". Depth: 24½"
Hob: 21"w. × 21"d.
Oven: 16"h. × 15"w. × 13"d.
Hotcupboard: 7"h. × 18½"w. × 18½"d.
Drawer: 4"h. × 16"w. × 15"d.

Detailed dimensions available for building in

FINISH

Body: **White** or **Cream vitreous enamel**
Interior: Pale grey vitreous enamel
Fascia: Jet black
Hob: White or Cream vitreous enamel, or choice of black, red, green or blue

ELECTRICAL LOADING

Oven: 3 kW. 8" Plate: 2 kW. 6½" Plate: 1.2 kW. Grill-boiler: 2.3 kW. AC only

EQUIPMENT

Supplied complete with oven pan, three oven rod shelves, grill pan and grid, deflector plate, cookery book and instruction book

COOKED WHILE YOU WERE ASLEEP

No need to be tied to the kitchen now, the Auto-Timer will switch the cooker on at any time you wish, and switch it off again automatically. Leaves you free to get on with other jobs. Will cook automatically while you're at work, or shopping, or even overnight while you're asleep.



"Bellini"

FORTY-EIGHT with Automatic Oven Timer

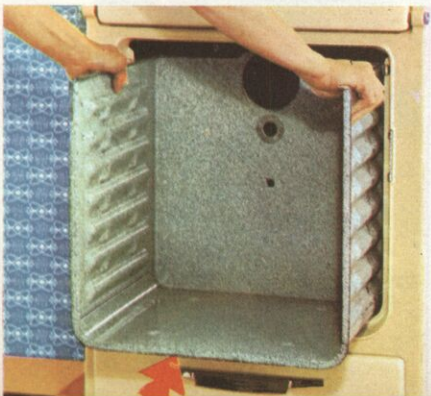


OVEN ROOF SLIDES OUT

The oven roof slides right out for the easiest possible cleaning. So handy, because the roof is always the dirtiest and hardest part of the oven to clean.

OVEN LINING COMES RIGHT OUT

The streamlined oven lining is made in one piece and can be pulled right out for easy cleaning. There are no cracks or crevices to harbour grease; no ventilation holes in the side so there is no chance of fat spitting on the elements and smelling.



FULLY AUTOMATIC OVEN TIMER

Leave the cooker with confidence while you're out shopping or at work, or while you're getting on with the housework—the Auto-Timer will look after the oven for you. It switches the oven on at any time you wish and then switches off again after the cooking time has elapsed.

FLOODLIT OVEN

Just open the door and the oven is immediately and automatically floodlit. Attractive pale grey oven interior gives oven bright, clean and hygienic appearance.

PERFECT PRECISION COOKING

Just turn the oven control knob to the temperature you require and the oven thermostat will automatically maintain that temperature. A pilot lamp above the control knob shows you exactly when to put the food into the oven—there's no guess-work here, it's perfect precision cooking.

OVEN DOOR LIFTS OFF

For easy cleaning both the oven door and the glass door can be lifted off.

THREE SHELVES —SEVEN POSITIONS

Seven positive shelf positions without the bother of reversing the shelves. Ample room for three shelves of food.

LOOP FOR HANGING ROASTS

There's a loop in the top of the oven to enable you to hang-roast your chicken, turkey or joint. Enables heat to circulate all round.

ELECTRIC CLOCK

Combined with the Auto-Timer is a beautifully styled electric clock with easily read face—so very useful to know the right time when you are cooking!

SEE WHAT'S COOKING

Open the sealed oven door and there's a full size INNER GLASS DOOR so that you can see the whole oven clearly. See what's cooking just when you like without spoiling the food or wasting any heat.

FULL WIDTH OVEN

Even the largest turkey fits into the oven with plenty of room to spare—it's a full width oven for maximum capacity.

EYE-LEVEL CONTROLS

All controls are set at eye-level where they can be seen at a glance—right out of the way of inquisitive little fingers.

HANDY READY RECKONER

Useful ready reckoner on top of oven roof, clearly shows oven cooking times and temperatures at a glance.

HOB LIFTS FOR CLEANING

In less than a minute you can lift the hob off your cooker for easy cleaning. Interchangeable hobs are available in red, blue, green, black, white and cream so that if you change your kitchen colour scheme you can have a new hob to match.

£53.17.6

FAST BOILING

New reduced price includes two fast-boiling radiant plates. Watch the plates glow red almost as you switch on. Uses any utensil. Full size 8" radiant plate takes two pans. Simmerstat ensures any degree of heat from simmer to fast boil.

WAIST-LEVEL GRILL-BOILER

This consists of a solid rectangular boiling plate with a red glowing element beneath it. This enables grilling or toasting to be carried out whilst three pans are kept boiling on top at the same time. Many complete meals can be cooked on the grill-boiler, all at very low cost. Appetizing drop scones, soda bread, Welsh cakes and other recipes can be cooked direct on the top surface of the combined grill-boiler. It's so convenient, and so economical.

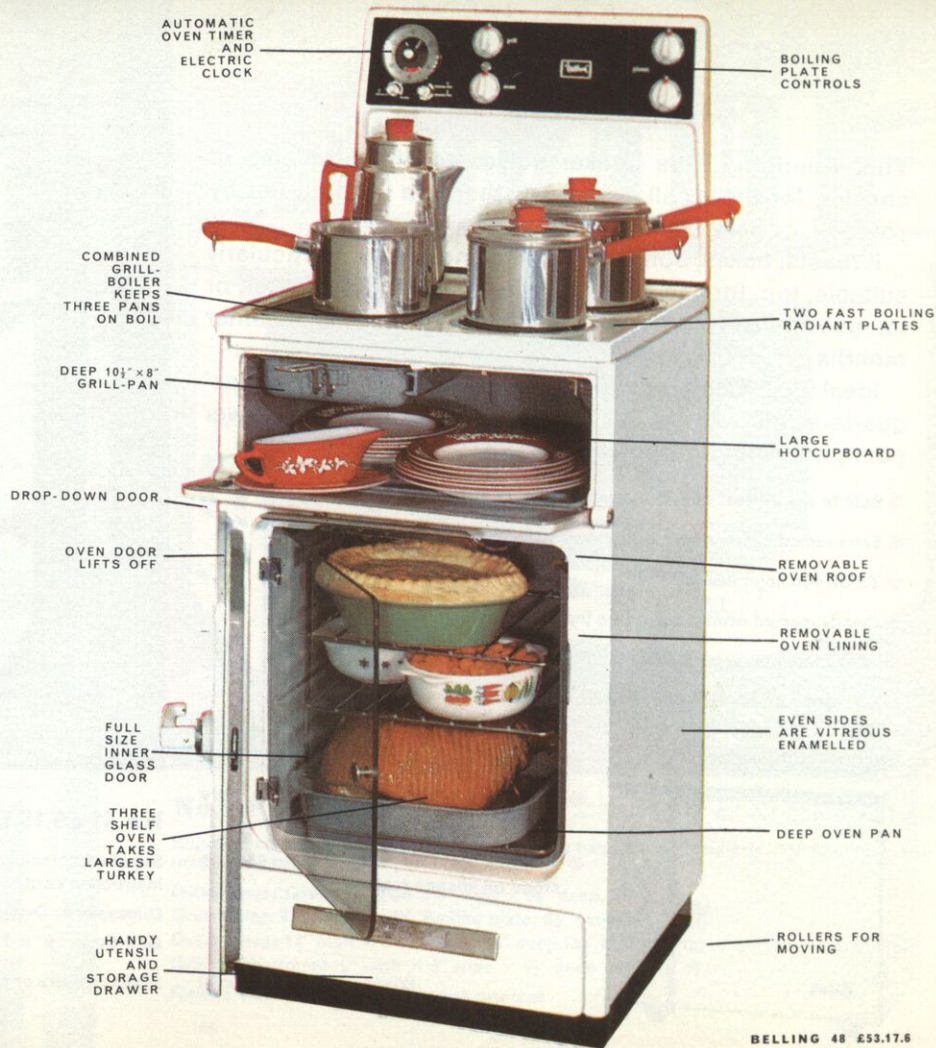
KEEPS PLATES AND FOOD HOT

Hotcupboard keeps plates and food hot. Drop-down door keeps the heat in and gives cooker neat, finished appearance.

HANDY DRAWER

Handy drawer in base for utensils. Provides additional warming space when oven is in use.

Handle specially designed for perfect grip—remains quite cool



Wee Baby Belling

This wonderful little cooker solves all the problems of cooking for the small home, whether you live in a flat by yourself, or have a small family.

It roasts, bakes, boils, fries, grills and toasts. Particularly suitable, too, for use in conjunction with a larger cooker, or for use instead of solid fuel cooker during the summer months.

Ideal for cooking in flats, offices, shops, caravans, nurses' quarters, etc. Works off any 13 amp. or 15 amp. power point, no special installation needed, just plug it in.

- Built to the highest possible standards
- Extra rapid heating oven
- Takes 4-lb. joint easily
- Clearly marked oven temperature indicator
- Keeps three pans on the boil
- Combined grill-boiler will boil or fry and grill or toast at the same time without using any more electricity
- Fine quality vitreous enamel throughout
- Will cook a full-course meal for little more than 2d.
- Mounted on four rubber feet—can be stood on kitchen table



Works off any power point



No.51 £9.19.6 DC Model 10s extra

Supplied complete with oven shelves, roasting pan and grid, deflector plate and instruction card

Dimensions: Oven: 9½" h. × 9" w. × 9½" d. 600 watts

Grill-Boiler: 9" × 7", 1.5 kW. Overall: 12" h. × 13½" w. × 11½" d. 25 lb.

Finish: **White** or **Cream** vitreous enamel

Twin Baby Belling

This interesting new horizontal cooker has an oven similar in capacity to the Wee Baby Belling, but independently heated.

Large enough for two or three people, it has a 6¼" radiant boiling plate, independent oven, grill-boiler and a large grill compartment. It roasts, bakes, boils, fries, grills and toasts, and a full-course meal can be cooked to perfection.

- Built to the highest possible standards
- 6¼" red glowing radiant boiling plate (uses any utensil)
- Simmer control on radiant plate provides any variation of heat from slow simmer to fast boil
- Completely independent oven takes large joint. Clearly marked heat indicator
- Combined grill-boiler will boil or fry and grill or toast at the same time without using any more electricity. Keeps three pans on the boil
- Fine quality vitreous enamel throughout
- Will cook a full course meal for little more than 2d.
- Mounted on rubber feet—can be stood on kitchen table

Works off any power point



No.51H £18.17.6

or on stand £21.5.0

Supplied complete with oven shelves, roasting pan, grill pan and grid, deflector plate and instruction card.

Dimensions: Oven: 9½" high × 9" wide × 9½" deep, 600 watts.

Grill-Boiler: 9" × 7", 1.5 kW. Boiling plate: 6¼" diameter, 1 kW

Overall size: 13" high × 21" wide × 13" deep (36" high on stand) Splash plate: 5" high

Grill compartment: 6" high × 9" wide × 9½" deep. Weight: 46 lb.

Finish: **White or Cream vitreous enamel**

Baby Belling No.52

The Baby Belling No.52 is a remarkably low priced cooker particularly suitable for the small flat or for use in conjunction with a large cooker, or for use instead of a solid fuel cooker in the summer months. This very economical cooker produces superb results with the minimum of trouble and expense: a three-course meal can be cooked with ease for a little more than 2d. Roasting and baking are perfect: a really large joint or chicken can be cooked easily. The Baby Belling No.52 is available in white or cream, and can be used on a kitchen table or suitable shelf, or can be supplied on a stand with useful shelf.

BABY BELLING No.52 £15.15.0 or with stand £18.0.0

DC Model 10s extra

Supplied complete with oven shelves, roasting pan, deflector plate and instruction card.

Perfect results on Baby Belling

Despite their small size and remarkably low price, all Baby Belling cookers produce astonishingly good cooking results.

Roasting and baking results are really excellent and compare favourably with cookers costing many times more. Really excellent meals can be prepared completely on the full-size grill-boiler, in fact a complete full-course meal can be cooked for little more than 2d.

Quite ambitious meals can be produced, as can be seen from the accompanying menu suggestions.

SUGGESTED MENU FOR BABY BELLING COOKERS

Breakfast

Lunch

Dinner

52 on stand £18.0.0

There is no need for special wiring as the Baby Belling will operate from any 13 amp. or 15 amp. three-pin power point (standard voltage).

- Built to the highest possible standards
- Fine combined grill-boiler
- Combined grill-boiler boils or fries and grills or toasts at the same time without using any more electricity
- Keeps three pans on the boil
- Oven cooks large joint or bird perfectly
- Perfect roasting and baking results
- Clearly marked oven heat indicator
- Clearly marked control knobs
- Fine quality vitreous enamel throughout
- Can be supplied with useful stand, or stood on suitable table

Dimensions: Oven: 11½" high × 11½" wide × 11½" deep, 1 kW

Grill-Boiler: 10" × 7", 2 kW

Overall size: 14" high × 17" wide × 16" deep (36" high on stand)

Splash Plate: 5" high. Weight: 51 lb.

*Finish: **White** or **Cream vitreous enamel***

Works off any power point



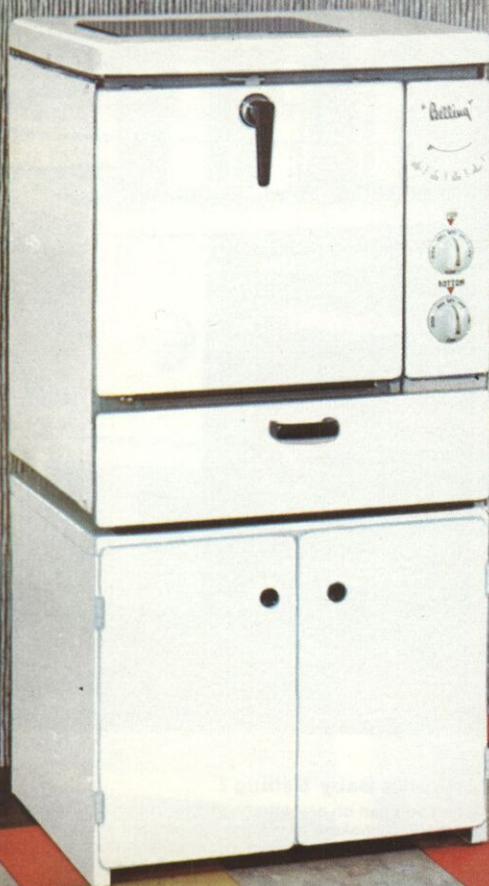
52 £15.15.0

What can you cook on a Baby Belling?

Well almost anything that you can on any other cooker—the only difference is that the oven of some Baby Belling cookers is smaller than on full size cookers. Roast meat and poultry can be cooked to perfection and all manner of mouthwatering cakes can be baked. In addition to boiling or frying on top of the grill-boiler, appetizing drop scones and Welsh cakes can be cooked direct on the boiling plate itself, without any need for a griddle pan.

<i>Porridge Grilled or Fried Bacon and Egg with Tomato Toast and Marmalade</i>	<i>Cereal with Fruit Grilled Kippers or Poached Haddock Hot Rolls</i>	<i>Grapefruit Boiled or Scrambled Egg Toast—Fresh Fruit</i>
<i>Macaroni or Cauliflower Cheese Baked Egg Custard Stewed Fruit</i>	<i>Sausage Toad Green Vegetable Fruit Tart and Custard</i>	<i>Soup Grilled Fish, Tomatoes, Green Vegetable Blancmange</i>
<i>Shrimp Cocktail Mixed Grill Chipped Potatoes Lemon Meringue Pie</i>	<i>Fruit Juice Roast Beef, Yorkshire Pudding, Roast Potatoes, Green Vegetable—Apple Pie and Custard</i>	<i>Soup Steak and Kidney Pie, Potatoes, Carrots and Peas Steamed Sponge Pudding</i>

Baby Belling No.45A



This famous cooker will look after all the cooking for the small family. The Baby Belling is designed for small houses or flats with two or three people—but it will cope adequately with a full-course meal for five or six when necessary.

It has a full-size grill-boiler that will keep at least three pans boiling on top, and grill or toast at the same time underneath. It is so economical, in fact, soup, a large mixed grill and sweet for the whole family can all be cooked with ease for a penny or two. Appetizing scones can be cooked direct on top of the plate. The oven has a drop-down door, and is large enough to take two chickens or a large joint; it roasts or bakes to perfection. Beneath the oven is a large cupboard for keeping plates and food hot, and this also has a drop-down door.

The Baby Belling can be stood on a low table or can be supplied on a handy stand or on a useful cabinet.

BABY BELLING No.45A £17.10.0

with stand **£19.5.0**

with cabinet **£21.15.0**

Dimensions:

Oven: 11½" high × 13" wide × 13" deep, 1.2 kW.
Grill-Boiler: 10½" × 8", 2 kW.

Overall: 21" high × 18" wide × 15½" deep. On stand or cabinet 36" high.

Weight: 71 lb.

DC model 10s extra
Simmerstat 15s 6d extra
Supplied complete with oven shelves, roasting tin and grid, deflector plate and instruction card

Finish: **White or Cream vitreous enamel**

Works off any power point



the small cooker for the small family

Cooks perfectly—the Baby Belling has a surprisingly large oven for such a small cooker, and roasts and bakes perfectly. Really excellent meals can be prepared completely on the full-size grill-boiler.

- 1 Full size 10½" x 8" grill-boiler
- 2 Keeps three pans on the boil
- 3 Grill-boiler will boil or fry and grill or toast at the same time without using any more electricity
- 4 Large drop-down oven door
- 5 Large oven takes a really large joint or bird
- 6 Produces perfect roasting and baking results
- 7 Clearly marked heat indicator
- 8 Clearly marked control knobs
- 9 Large compartment for keeping food and plates warm
- 10 Available with stand or cabinet or can be stood on suitable table

perfect finish

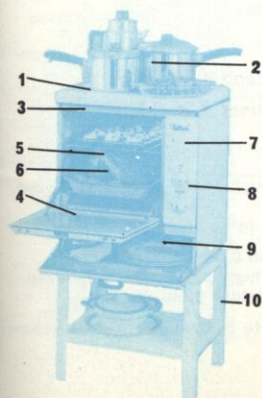
The cooker is produced in fine quality vitreous enamel throughout—the perfect finish.

no special wiring

There is no need for any special wiring as the Baby Belling will operate from any 13 amp. or 15 amp. three-pin power point (standard voltage).

so clean too

Like all Belling electric cookers the Baby Belling is very easy to clean, and due to the absence of flame and fumes, pots and pans remain perfectly clean on the outside.



Big Baby Belling No. 53

The Big Baby Belling will do all the cooking for the average family with all the ease and reliability associated with Belling electric cookers. It is a Baby in name only, for it will cook a large joint or chicken easily. It is very economical too, the self-contained oven even full-on costs very little to run, and the combined grill-boiler enables three pans to be kept boiling while grilling or toasting underneath at the same time. Drop scones can be cooked directly on top of the grill-boiler—so handy when that unexpected visitor drops in to tea!

The Big Baby Belling has a large hotcupboard (with drop-down door) to keep plates and food hot ready for serving: this is a feature not included in many more expensive cookers. In addition there is a useful plate-warming cupboard beside the oven.

Altogether the Big Baby Belling provides every cooking facility and offers remarkably fine value for the small family.

There is no need for special wiring as the Big Baby Belling will operate from any 13 amp. or 15 amp. three-pin power point (standard voltage).

BIG BABY BELLING No.53 with stand £24.15.0

or with cabinet £26.17.6

Thermostatic oven control **35s** extra.

8" diameter Radiant Plate **£2 11s 6d** extra.

DC model (without current limiter) **15s** extra.

Supplied complete with grill pan, grid, deflector plate, oven shelves, baking tin and instruction card.

Works off any power point

Dimensions:

Oven: 11½" high × 11½" wide × 11½" deep, 1 kW

Grill-Boiler: 10" × 7", 2 kW

Boiling Plate: 8" diameter, 2 kW

Overall: 36" high × 21" wide × 16" deep, 42" high to splash plate

Finish: White or Cream vitreous enamel

the small cooker with the large capacity

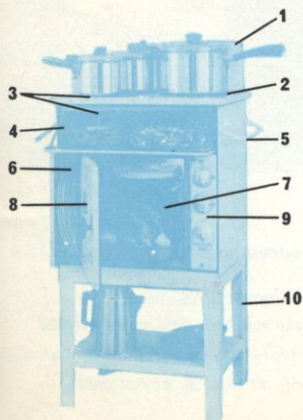
Works off any power point

A remarkable feature of the Big Baby Belling is that although it offers all the cooking facilities of a large cooker, it has been cleverly designed to work off any standard voltage 13 amp. or 15 amp. power point. There is therefore no necessity for special heavy wiring.

The boiling plates are interconnected in such a way that the current is automatically limited: this current limiter makes it possible to use the cooker from an ordinary power point, and ensures that the circuit is not overloaded.

The current limiter can be removed if the cooker is connected to a 30 amp control panel.

- 1 Sensible splash plate, keeps wall clean
- 2 Full size, 8" boiling plate for fast boiling
- 3 Fine grill-boiler will boil or fry and grill or toast at the same time



- 4 Large hotcupboard (with drop-down door) keeps food warm
- 5 Useful towel rails on sides of cooker
- 6 Warming compartment beside oven keeps plates warm
- 7 Large independently heated oven produces perfect roasting and baking results
- 8 Clearly marked oven heat indicator
- 9 Clearly marked control knobs
- 10 Available on stand or cabinet
- 11 Cooker produced in fine quality vitreous enamel
- 12 Works off any 13 amp. or 15 amp. power point (standard voltage)

so clean too

Like all Belling electric cookers the Big Baby Belling is very easy to clean, and due to the absence of flame and fumes, pots and pans remain perfectly clean on the outside.



"Belling"

Table Cooker

The Belling Table Cooker boils, fries, grills or toasts. It is fitted with a combined grill-boiler which will keep at least three pans boiling on top, and grill or toast at the same time underneath. All types of scones can be cooked perfectly direct on top of the grill-boiler. The Simmerstat control provides any degree of heat.

Ideal in flats, shops, offices and holiday homes, and as an auxiliary where solid fuel cookers are used. Particularly useful too in snack bars and hotels for quick appetizing grills, hot snacks and coffee.

No.29 (with Simmerstat) £9.7.6

9½" high × 16½" wide × 12" deep, 2.3 kW. 29 lb

Supplied complete with grill pan, grid, deflector plate and instruction card

This cooker is not suitable for roasting or baking

Finish: **White** or **Cream vitreous enamel** AC only

Works off any power point



- Built to the highest possible standards
- Full size 10½" × 8" grill-boiler
- Will boil or fry and grill or toast at the same time
- Keeps three pans on the boil
- Drop-down door

- Simmer control provides continuous range of heat from simmer to full boil
- Fine quality vitreous enamel throughout
- Will cook a full-course meal for little more than 2d
- Mounted on rubber feet—can be stood on kitchen table
- Works off any 13 amp. or 15 amp. power point



**Revised Prices
Electric Cookers, Warming
Cabinets, Boiling Plates, etc.**

Revised prices of Belling Electric Cookers,
Warming Cabinets, Boiling Plates, etc.,
are shown on the reverse of this sheet

For easy reference, open out this sheet

REVISED HEATER PRICES ARE SHOWN AT THE FRONT OF THE BOOK

Revised Prices, 13th January 1964

ELECTRIC COOKERS, BOILING PLATES AND WARMING CABINETS, ETC.

P 69 BOILING PLATES

19R	£14 7 6
18	£8 5 0
22	£3 0 0
15	£4 0 0
17	£4 15 0

P 71 WARMING CABINETS

106GB	£22 12 6
106D	£25 0 0
106S	£21 12 6
106	£20 8 0
106T	£62 7 6

P 71 WARMING PLATE

183	£10 8 0
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P 81 CLASSIC SUPER FIFTY

£62 17 6

P 85 CLASSIC SUPER SIXTY

£72 17 6

P 89 CLASSIC SUPER SEVENTY

£124 0 0

P 92 CLASSIC UNITS

60/OU	£58 0 0
60/BU	£67 0 0

P 97 FORTY-SEVEN

47	£42 17 6
47T	£49 17 6

P 101 FORTY-EIGHT

48	£54 17 6
48AB	£50 17 6

P 104 WEE BABY BELLING

51	£10 10 0
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P 105 TWIN BABY BELLING

51H	£19 15 0
51H on Stand	£22 5 0

P 106 BABY BELLING

52	£16 10 0
52 on Stand	£18 18 0

P 108 BABY BELLING

45A	£18 7 6
45A on Stand	£20 5 0
45A on Cabinet	£22 17 6

P 110 BIG BABY BELLING

53 on Stand	£26 0 0
53 on Cabinet	£28 5 0

P 112 TABLE COOKER

29	£9 17 6
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Prices of optional features on cookers are unchanged unless stated

Revised List Prices and Purchase Tax

These prices are correct as at 13th January 1964 and include Purchase Tax where applicable.

ALTERATIONS Whilst every care is exercised to ensure accuracy, we cannot guarantee always to supply goods exactly to the illustrations, dimensions, or descriptions given in this catalogue, and we reserve the right to vary specification and price without notice.

GUARANTEE All Belling products are guaranteed for twelve months against failure due to faulty workmanship or materials, subject to normal use. Radiant boiling plates are guaranteed for twenty-four months.

DAMAGE We cannot be held responsible for any consequential damage arising from, or said to arise from, the use of our appliances.

ORDERS When ordering from your Supplier please state clearly List Number, Voltage and Finish.

REPLACEMENTS Spare elements for many older Belling products are still available. Please consult your Supplier or if in any difficulty write to us direct.

*Published by Belling and Co. Ltd.
Printed in Great Britain by
Jarrod and Sons Ltd.
Norwich, January 1964*

List No.	List Price £ s. d.	Purchase Tax £ s. d.
78SW	4 14 0	17 3
85	6 0 0	1 2 0
90	2 2 0	7 9
91A	4 6 0	15 10
92A	4 17 6	17 11
95, 95F	7 15 0	1 8 5
95T, 95TF	10 17 6	1 19 11
101	11 15 0	2 3 1
101W	12 5 0	2 4 11
101T	14 5 0	2 12 3
101F	10 7 6	1 18 1
105A	7 5 0	1 6 7
105B	6 17 6	1 5 3
107A	17 15 0	3 9 3
108A	35 15 0	6 19 6
123	34 10 0	6 6 6
141	3 10 0	12 10
142	4 10 0	16 6
151	4 6 0	15 9
152	6 2 0	1 2 5
157	12 18 0	2 7 4
157A	14 0 0	2 11 4
159	8 17 6	1 12 7
159A	10 17 6	1 19 11
162	5 15 0	1 1 1
179	10 7 6	1 18 1
180, 180F	17 12 6	3 4 8
180H	19 7 6	3 11 1
180U	12 7 6	2 5 5
190	23 0 0	4 4 4
190F	22 6 0	4 1 10
200, 200F	12 12 6	2 6 4
207	16 12 6	3 1 0
209	8 7 6	1 10 9

List No	List Price £ s. d.	Purchase Tax £ s. d.
212	11 0 0	2 0 4
212A	11 10 0	2 2 2
213	12 2 0	2 4 5
213A	12 12 0	2 6 3
228	7 13 0	1 8 1
233	6 6 0	1 3 2
234	7 15 0	1 8 5
264	17 4 0	3 3 1
274	15 12 6	2 17 4
402E	4 6 0	15 10
403E	5 13 0	1 0 9
601	2 6 0	8 6
602	3 7 0	12 4
603	4 10 0	16 6
639	14 12 6	2 13 8
639A	15 12 0	2 17 3
640	16 12 6	3 1 0
640A	17 12 6	3 4 8
722	21 10 0	3 18 11
743B	30 17 6	5 13 3
753B	30 12 6	5 12 4
851, 851F	9 10 0	1 15 10
852, 852F	12 7 6	2 5 5
852T, 852TF	15 6 0	2 16 2
853, 853F	16 12 6	3 1 0
854, 854F	11 15 0	2 3 1
855, 855F	16 12 6	3 1 0
855T, 855TF	19 12 6	3 12 0
861	21 0 0	3 17 0
867	17 15 0	3 5 1
867F	17 0 0	3 2 4
915	14 15 0	2 14 1
916	17 4 0	3 3 1
952	2 5 0	8 3

List No.	List Price £ s. d.	Purchase Tax £ s. d.
952B	3 10 0	12 10
952C	4 11 0	16 9
952D, 952E	5 17 6	1 1 7
961A	2 17 6	10 7
962A	3 7 6	12 5
C1/131	4 0 0	14 8
C2/132	6 0 0	1 2 0
C2A/132	6 15 0	1 4 9
G1/133	5 12 6	1 0 8
G2/133	7 3 0	1 6 3
G2A/133	8 15 0	1 12 1
131	14 0	2 7
132	14 0	2 7
133	17 6	3 3
Strap & Cord		
151/2	4 6	10
Switch Cord 152	6 0	1 2
10 Shelf	8 0	8
961A Stand	10 6	10
962A Stand	11 0	10
Rotary Spit	3 17 6*	6 6
10½" x 8" Grill pan and adaptor for Classic Cookers 17 9*		
Two 10½" x 8" Grill pans and adaptor for Classic Cookers 1 8 0* 1 10		

*Last three items tax free when ordered with cooker

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105B	6 7 6	1 3 5
107A	16 10 0	3 4 5
108A	35 5 0	6 9 9
123	30 0 0	5 10 0
141	3 5 0	11 11
142	4 0 0	14 8
151	4 0 0	14 8
152	5 13 0	1 0 9
157	12 0 0	2 4 0
157A	13 0 0	2 7 8
159	8 8 6	1 10 11
159A	10 7 6	1 18 1
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180, 180F	16 8 0	3 0 2
180H	18 0 0	3 6 0
180U	11 10 0	2 2 2
190	21 7 6	3 18 5
190F	20 15 0	3 16 1
200, 200F	11 15 0	2 3 1
207	15 10 0	2 16 10
209	7 15 0	1 8 5

List No.	List Price £ s. d.	Purchase Tax £ s. d.
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212A	10 19 6	2 0 3
213	11 10 0	2 2 2
213A	12 0 0	2 4 0
228	7 2 6	1 6 2
233	5 17 6	1 1 7
234	7 3 6	1 6 4
264	16 7 6	3 0 1
274	14 17 6	2 14 7
402E	4 0 0	14 8
403E	5 5 0	19 3
601	2 0 0	7 4
602	3 2 6	11 6
603	4 3 6	15 4
639	13 12 6	2 10 0
639A	14 10 0	2 13 2
640	15 10 0	2 16 10
640A	16 7 6	3 0 1
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743B	28 13 6	5 5 2
753B	28 10 0	5 4 6
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852, 852F	11 10 0	2 2 2
852T, 852TF	14 5 0	2 12 3
853, 853F	15 10 0	2 16 10
854, 854F	10 19 6	2 0 3
855, 855F	15 10 0	2 16 10
855T, 855TF	18 5 0	3 6 5
861	18 0 0	3 6 0
867	16 15 0	3 1 5
867F	16 0 0	2 18 8
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C2/132	5 11 6	1 0 6
C2A/132	6 5 0	1 2 11
G1/133	5 5 0	19 3
G1A/133	6 16 0	1 5 0
G2/133	6 13 0	1 4 5
G2A/133	8 3 6	1 10 0
131	13 0	2 5
132	13 0	2 5
133	16 6	3 1
Strap & Cord 151/2	4 0	9
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you can't beat a

"Belling"