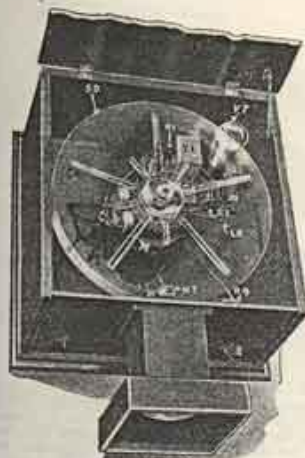


**S. S.**  
**KRESGE**

**1931-1932**  
**Radio & Television**  
**Catalog and**  
**Service Men's**  
**Guide**

A Complete Catalog of  
Radio and Television  
Parts and Accessories  
for  
ENGINEERS  
SERVICE MEN  
EXPERIMENTERS  
and  
RADIO SET OWNERS  
offering exceptional values  
made possible only by the  
Efficient, Large Scale  
Buying and Merchandising  
Operations of the  
S. S. KRESGE CO.



PHANTOM VIEW OF TELEVISION UNIT

The Baird Universal Shortwave and Television Kits are the last words in perfected assemblies that provide all the pleasures of shortwave and television reception at a fraction of the usual cost for thoroughly practical outfits.

The Baird Universal Shortwave Receiver is actually **UNIVERSAL** in its application. It is simple to build, and easy to operate. It can be used with either a magnetic or dynamic speaker and produces a quality of reproduction equal to any high class broadcast receiver.

It is completely a. c. operated, yet there is no trace of hum **EVEN AT LOW WAVE LENGTHS BELOW 50 METERS.**

The Simplest and Most Efficient  
**SHORT WAVE AND TELEVISION KITS**  
Ever Offered to the Public

Earphone jack, phonograph pickup plug-in jack, all-aluminum chassis, two stages of individually shielded r. f. screen grid radio frequency amplification, high quality resistance coupled amplifier with uniform response characteristic from 10 to 40,000 cycles and 245 power tube output are a few of the outstanding features of this remarkable receiver.

While this receiver has been designed with special features that make it specially adapted for television it is by no means limited to television reception. It can be used with equal efficiency on the entire shortwave and broadcast band from 15 to 520 meters, and especially to tune in short wave stations all over the world.

A receiver such as this one, capable of amplifying uniformly the television frequencies is absolutely necessary for television reception. Ordinary shortwave receivers are not suitable for television reception.

The Baird Television Kit has been especially designed to eliminate all the doubtful points and troubles. It is by no means a novelty or toy, but a thoroughly practical receiver for the many television programs now on the air.

The standard unit is provided with scanning belt and accessories for tuning in the standard 60-hole transmissions but it can readily be adapted to receive 45-hole or 48-hole programs or any other standard system.

**LIST OF PARTS AND SINGLE UNIT PRICES FOR TELEVISION RECEIVER**

No. Req.	Part and Type No.	Price Each
1	No. 151 Television Cabinet	\$10.50
1	No. 152 Baird Giant Power Rheostat	1.50
1	No. 153 A. C. Switch	.40
1	No. 154 Magnet Mounting	5.50
1	No. 155 Synchronizing Wheel	3.00
1	No. 156 Spider	4.50
1	No. 157 Scanning Belt	3.95
1	No. 158 Oil Condenser	2.55
1	No. 159 Baldor Motor	18.00
1	No. 160 Audio Transformer	1.95
1	No. 161 Baird Bypass Condenser	.75
2	No. 162 Baird Filter Condensers	.55
1	No. 163, No. 30 Vitreous Resistor	.40
1	No. 164, No. 10 Vitreous Resistor	.40
1	No. 165 Pigtail Resistor	.20
1	No. 166, 3" Lens	2.25
1	No. 167 Television Lamp, 1" plate	2.50
2	No. 168, 4-prong Tube Sockets	.15
1	No. 169 Fixture Cord and Plug	.45
1	No. 170 Hookup Wire, 25 feet	.25
1	No. 171 Special Cable and Plug	.95
1	No. 173 Hardware Assembly	.20



TELEVISION UNIT IN CABINET



SHORT WAVE RECEIVER IN CABINET

**LIST OF PARTS AND SINGLE UNIT PRICES FOR SHORT WAVE RECEIVER**

No. Req.	Part and Type No.	Price Each
1	No. 51 Chassis with 8 sockets, 3 coil shields, 3 tube shields, 2 condensers and one 3-post binding post unit already riveted to chassis	\$8.70
3	No. 52 Coil Sockets	.20
2	No. 53 Pigtail Resistors	.25
3	No. 54, .0001 mfd. Condensers	.15
3	No. 55 Screen Grid Clips	.10
2	No. 56, .02 mfd. Molded Condensers	.75
2	No. 57 Jacks	.45
1	No. 58 Condenser Block	2.25
1	No. 59 Condenser Block	2.75
3	No. 60 R. F. Chokes	.75
1	No. 61 Baird 3-gang Variable Condenser	5.25
3	No. 62 Electrolytic Condensers	1.30
1	No. 63 Baird Power Transformer	5.25
1	No. 64 Baird Power Choke	4.60
1	No. 65 Baird Gang Resistor	2.30
1	No. 66, 3-Condenser Strip	1.50
4	No. 67 Knobs	.15
1	No. 68, 2-pole Toggle Switch	.40
1	No. 69 Speaker Dual Jack Terminal Unit	.20
1	No. 70 Combination Potentiometer and Switch	.95
1	No. 71, No. 9 Baird Midget Condenser	.85
1	No. 72, No. 15 Baird Midget Condenser	.85
1	No. 73 Buffer Condenser	.85
1	No. 74 Voltage Divider	1.35
1	No. 75 Baird Dial and Escutcheon	1.35
1	No. 76 Baird Front Panel	2.30
2	No. 77 Grid Resistors	.15
1	No. 78 Hookup Wire, 40 feet	.45
1	No. 79, 3-pole Switch	.80
1	No. 80 Dial Bracket and Lamp	.25
1	No. 500 Hardware Assembly	.75
1	Set of 15 Octocoils to cover 15 to 520 meter Wave Band. Complete Set	12.75



This book gives complete information on short wave and television reception. It contains a complete description with constructional data on how to build a very efficient short wave receiver and also on how to build a television receiver.

In addition it gives a very simple explanation of the theory of television and a complete list of shortwave and television stations all over the world. The Romance and Reality of Television. Price **15c**

**SPECIAL EXPERIMENTER'S PRICES FOR COMPLETE KITS**

Baird Complete Kit containing all parts necessary to build the shortwave receiver, exclusive of cabinet and tubes.

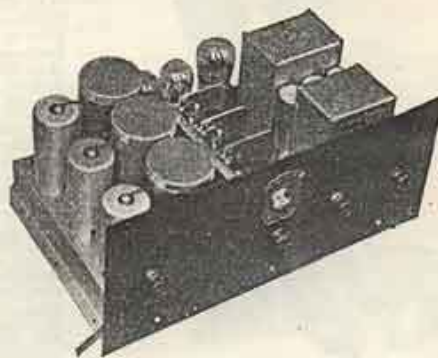
Price **\$56.25**

Cabinet for Shortwave Receiver. Price **\$10.50**

Baird Complete Kit containing all parts necessary to build the Television Unit, exclusive of UX-245 amplifier tube, but including Television Neon Lamp and lens to obtain a 3" picture. Price **\$58.00**

No. 172, 6" Lens for larger picture, if desired. Price **\$10.00**

PARTS FOR TELEVISION OR SHORT WAVE RECEIVER CAN BE BOUGHT INDIVIDUALLY OR IN COMPLETE KITS



TOP VIEW OF RECEIVER CHASSIS

ALL ITEMS LISTED IN THIS CATALOG HAVE BEEN TESTED FOR RELIABILITY AND ARE DESIGNED TO GIVE SATISFACTORY SERVICE IN OPERATION