

*The*  
**BAIRD**  
“TELEVISOR”

LIFE & MOVEMENT



*Price List*  
*of*

BAIRD  
BRANDED  
COMPONENTS

BAIRD TELEVISION, LIMITED

133, LONG ACRE, LONDON, W.C.2.

*Telephone: TWENTY BAR 3401.*

*Telegraphic Address: "TELEVISION, BAIRD, LONDON."*

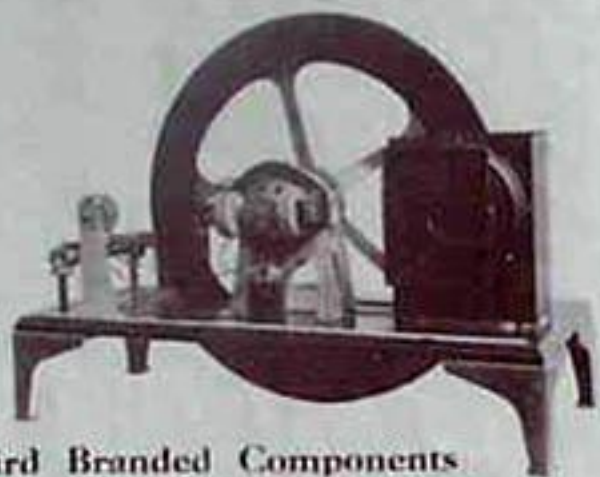
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THE BAIRD TELEVISOR

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**Baird Branded Components  
for Home Construction**

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FACTORY OF AIR  
radio-visual components  
designed by Baird  
radio-visual engineering  
department, London, E.C.4

Telex and post  
438 146 94

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It is common to see "Televisor" Home Receptors, but we can supply complete ranges of Baird branded parts for the home constructor. We can also provide any single part of the apparatus, thus enabling the experimenter to build his own experimental apparatus.

We feel that all those who are keenly interested in television should know and definitely realize that Baird branded products are the only genuine reception components. The successful reception of the Baird transmission is dependent upon the use of Baird instruments only. Perfect reception is thus guaranteed.

What the great Nations have done for wireless Baird has done for television. We, as producers of the apparatus, wish to set our public to work as in furthering the cause of television by co-operating with us to secure better lines and better programmes to which our all television sets should most work.

**BAIRD BRANDED COMPONENTS**

*for perfect reception*

*The* BAIRD 'TELEVISOR'



THE BAIRD 'TELEVISOR' - Back view.



THE BAIRD 'TELEVISOR' - Front view.

PRICE COMPLETE, Finished in Brown Walnut Graining, Artistically Laminated. £26 10s. 0d.

BAIRD BRANDED COMPONENTS



Lens Disk Assembly (1)



Lens Disk Assembly (2)



Lens Disk Assembly (3)



Lens Disk Assembly (4)



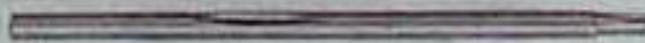
Lens Disk Assembly (5)



Lens Disk Assembly (6)

THE ABOVE FIGURES, FROM INVENTION, U.S. PAT. NO. 2,411,245

Spindle



Knob



Washer



Pin

COMPLETE ASSEMBLY

PRICE including Oak Finish and Enamel Knob, \$9.

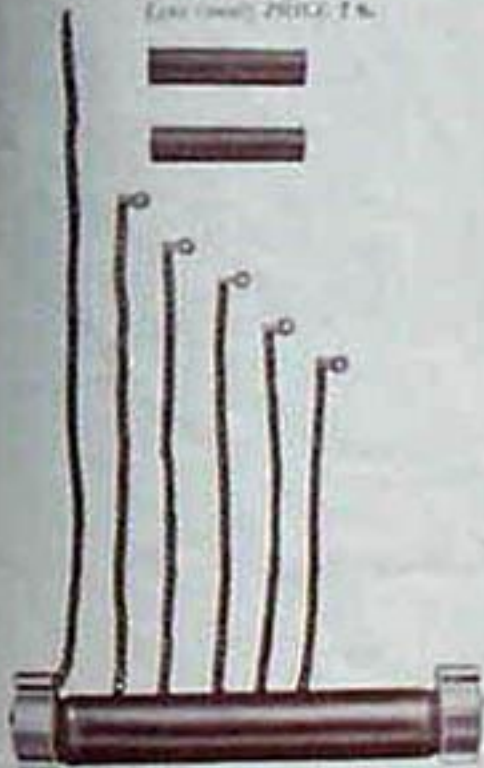
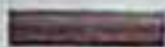
**BAIRD BRANDED COMPONENTS**



Less (only) PRICE 1.8.



Less (only) PRICE 1.8.



Zinc, Vanadium and Khanda supports  
PRICE 17.5.



Variable Resistor  
and Rheostat



PRICE, including Control Knob, 6.2.









● THE BAIRD  
"TELEVISOR"

LIFE & MOVEMENT



# THE BAIRD "TELEVISOR"



JOHN L. BAIRD

ISSUED BY THE BAIRD TELEVISION COMPANY, 133, LONG ACHE, W.C.1  
FOR THE DEVELOPMENT AND ADVANCE OF RADIO TELEVISION

# TO THE RADIO EXPERIMENTER

● If you are a keen experimenter, the Baird Television Company invite your co-operation, for there is boundless scope for the scientifically minded radio enthusiast.

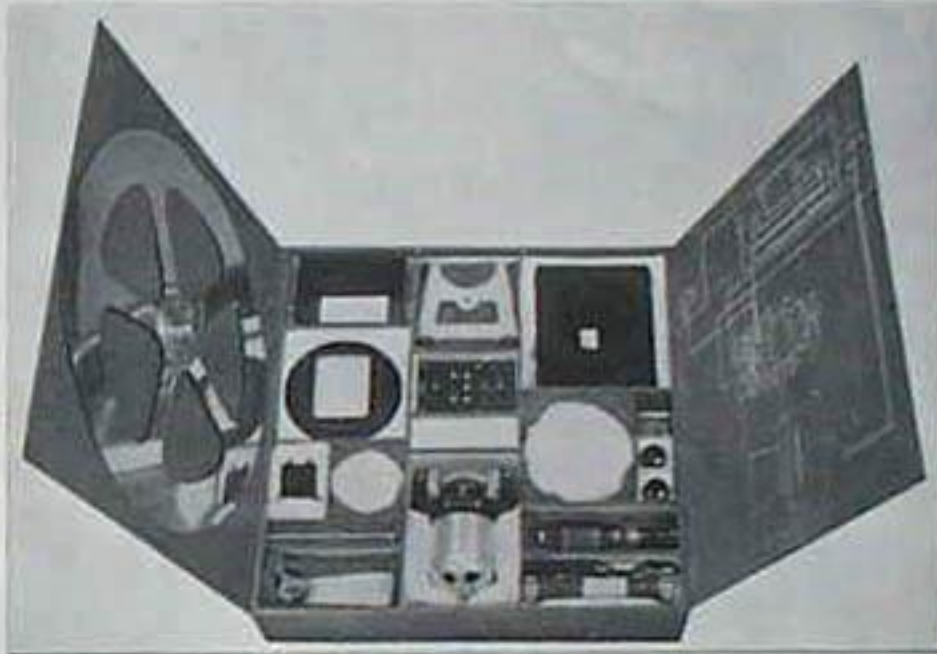
● The Baird Company can supply all necessary components either for a complete "Senior" Kit, as illustrated opposite, or the "Junior" shown on page six; and apart from the satisfaction derived, you will, by your experiments, greatly assist in this latest development of radio reception. The Company is at all times willing to afford every assistance, while reports of the results obtained are always welcomed.

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# BAIRD "SENIOR" KIT



## PRICE LIST OF PARTS COMPRISING THE BAIRD "SENIOR" KIT

	£ s. d.		£ s. d.
MOTOR & SYNCHRONISING GEAR	5 5 0	DISC	1 1 0
MOTOR BRACKET, CLAMPING BOLTS & NUTS	1 0 0	ZENITE RESISTANCE AND SUPPORTS	17 0
LENS—LARGE	13 6	RESISTANCE WITH BRACKET AND CONTROL KNOB	6 3
LENS—SMALL	7 6	SPINDLE ASSEMBLY, WITH CONTROL KNOB & SCREWS	5 9
LENS—BOX ASSEMBLY, WITH VIEWING TUNNEL (8 parts)	1 0 0	CONDENSER	2 0
NEON LAMP	1 5 0	TERMINAL BOARD	7 6
NEON LAMP HOLDER	1 6		
<b>PRICE COMPLETE, Packed in attractive Carton with Blueprint,</b>		<b>£12. 12. 0</b>	

Courtesy of Michael Bennett-Levy