

MERCURY DE LUXE

ALL-WAVE RADIO



**THE ALL CANADIAN
CUSTOM BUILT RADIO**

MERCURY PIONEERED THE ALL-WAVE RECEIVER

The original ALL-WAVE RECEIVER was designed and built by Mercury engineers in 1923. Even at that early date, Mercury designers developed the Superheterodyne circuit, and used such features as band spread tuning and push-pull audio.

Since that early date, constant experimental work has been going on. All this experience helping in the design of the phenomenal receiver available to-day.

The efficiency of the new set is such that you can listen to foreign station reception every day the whole year round, and when we say listen, we mean with volume and clarity like you would expect from a station only a few hundred miles away.

The NEW MERCURY DE LUXE ALL-WAVE RECEIVER is not one that could be machine produced in large quantities. It is essentially a custom built, hand tooled instrument.

This new set has incorporated in its design so many advanced new features that we believe its reception range and tonal perfection will not be duplicated by any other receiver for some years to come.

SENSATIONAL NEW MERCURY FEATURES . . . GIVE WORLD'S FINEST ALL-WAVE RECEPTION!

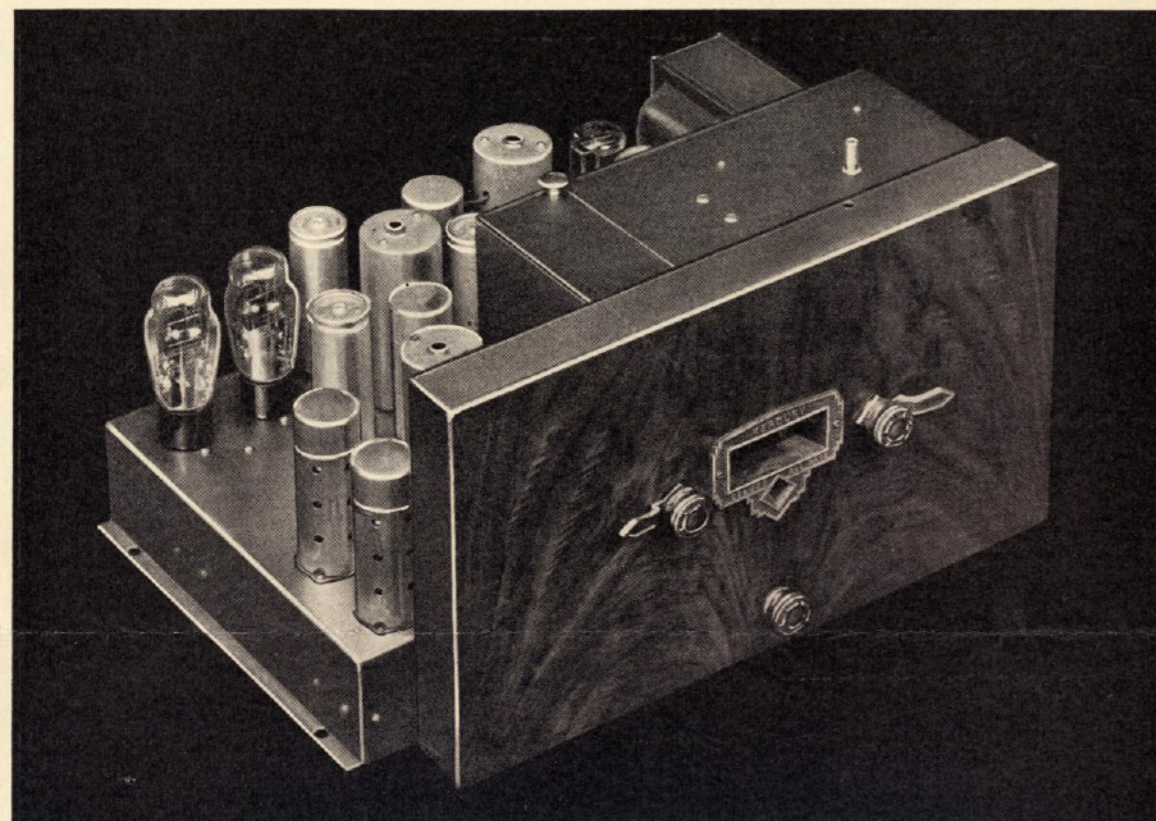
THE DESIGN OF THE NEW SET INCORPORATES ONLY SOUND FEATURES THAT HAVE PROVEN OF DEFINITE ADVANTAGE THROUGH RIGID TESTING UNDER ACTUAL OPERATING CONDITIONS

THE CIRCUIT

Superheterodyne, using 11 tubes, pre-selector stage using type 58 tube triple grid super control tube, first detector using type 57 tube, oscillator using type 56 tube. 3 stages of air tuned intermediate, using 58 tubes, 3 stages of audio amplification, a combination of resistance and impedance coupling using 2 56 tubes and the last stage push-pull using 2A3 tubes.

COMPLETE SHIELDING

The shielding of the new receiver is perfect. A metal pan is used under the set and cellular shielding is used to isolate circuits in the bottom of the chassis and the R.F. and I.F. assemblies are completely encased. Because of the efficient shielding, outside noises are completely eliminated and you are sure that any noise apparent in the set is coming in through the aerial.



CHASSIS OF DE LUXE ALL-WAVE RECEIVER

INTERMEDIATE FREQUENCY AMPLIFIER

The transformers in the intermediate amplifier are tuned both plate and grid by air dielectric condensers, thus guaranteeing extreme stability of adjustment, uniformity of the resonance curve envelope and freedom from damp weather losses.

AUTOMATIC VOLUME CONTROL

The extreme efficiency of the automatic volume control used in this set is the result of experimenting with a large number of different types. The A.V.C. action is perfectly capable of maintaining signals on any frequency at a

constant level and the set will not fade unless the signal disappears. This system also prevents blasting on local stations.

AUDIO AMPLIFIER

Since tone is the most important part of the radio set, special care has been taken with the audio amplifier to ensure complete perfection of tone over the complete musical scale. Special transformers and perfection in matching and the use of 2A3 tubes and a speaker specially built, make this possible. Tone quality is the same at low volume as at full volume and there is absolutely no overloading, even with volume control turned full on.

OVER 10 YEARS ENGINEERING EXPERIENCE
BUILT INTO THE NEW DE LUXE
ALL-WAVE RECEIVER

COIL CATACOMB

The coil catacomb houses the gang condenser which runs on ball bearings, the 7-section switch and all the coils. The housing is made of brass, completely plated and the coils are mounted directly on the switch terminals, doing away completely with leads. This revolutionary type of coil mounting makes the switching device more efficient than plug-in coils.

DIAL DRIVE

Dial drive is of the mechanical planetary type, no strings or friction devices being used. This system will never wear out.

AUTOMATIC WAVE CHANGING DEVICE

Switching of bands and scale selectors are interlocked and give automatic indication of wave adjustment. The set is calibrated in kilocycles over five bands. A flip of the switching lever brings into use whichever band you desire to listen to. Only this band is in view. All the tubes work on every band.

SENSITIVITY CONTROL

Special sensitivity control located on rear of chassis acts as a noise barrier and allows tubes to be operated when desired at the full amplification, or in noisy locations, sensitivity may be reduced by the user to meet local noise conditions.

POWER SUPPLY

For rectification, a type 5Z3 tube is used. This tube is of the heavy duty type and is capable of giving much longer service than the ordinary type. The complete filtering system consists of a specially designed two stage filter, using wet type electrolytic condensers, which provide much longer life than any other type. Every trace of hum has been completely eliminated. Transformers, chokes, condensers, have such high safety factor that we do not believe they will ever break down in service.

SELECTIVITY

The set has been designed to give separation of stations to meet present broadcasting conditions. Set will definitely separate every channel on the band, regardless of powerful locals, even when the powerful local is on the next channel to an extremely powerful outside station.

SENSITIVITY

The new Mercury De Luxe Receiver has fractional microvolt sensitivity. Sensitivity is so great that both domestic and foreign stations are received like locals, in fact, stations 10,000 miles away can be received with more volume than you can conveniently use.

VISUAL TUNING

A special tuning light has been provided so that your favorite station can be tuned in accurately with the volume control turned off and nothing coming through the speaker.

SPECIAL AERIALS

Two aerials are specified in the Mercury De Luxe All-wave receiver. On the broadcast band, a special transformer coupled aerial is employed to reduce man made interference to a minimum. On the short-wave bands, a special high gain highly efficient aerial is used. The wave changing switch automatically selects the correct aerial for the particular band of frequencies that are being used.

PERMANENT FINISH

All parts and finish protected completely from varying climatic conditions. The chassis is chrome nickel plated to prevent rust and all parts such as transformers, chokes, speaker, etc., are treated in such a manner that they are impervious to moisture.

PERFORMANCE COUNTS

Great numbers of Mercury receivers have been sold in all parts of the world and proof that these sets are consistently, day after day, bringing in stations from extreme distances, is sent to us in the form of letters received from many satisfied users.

I am anxious to let you know the wonderful results I am getting with my new De Luxe receiver, which I purchased 4 weeks ago. I have not had much chance to do any real dialing, but my log numbers so far 40 short-wave foreign and broadcast band verifications. Some of these include VK3LR, Melbourne, Australia. This was a new station, the first night on the air. Also VK2MF and 3 Japanese stations. The tone quality, even on distant stations leaves nothing to be desired.

Mr. H. A. B.
New Westminster, B.C.

It is with pleasure that I write you concerning the results I have been getting on my De Luxe receiver I recently purchased from you. As a short-wave fan of long experience, I must say that you have performance built into this new receiver that I never thought was possible. Stations from all over the world are received on this set with such tremendous power and perfect clarity that it is absolutely amazing. European reception is just like listening to local stations.

My log is too numerous to mention but I get consistent reception from England, Germany, France, Spain, Switzerland, South America and Australia.

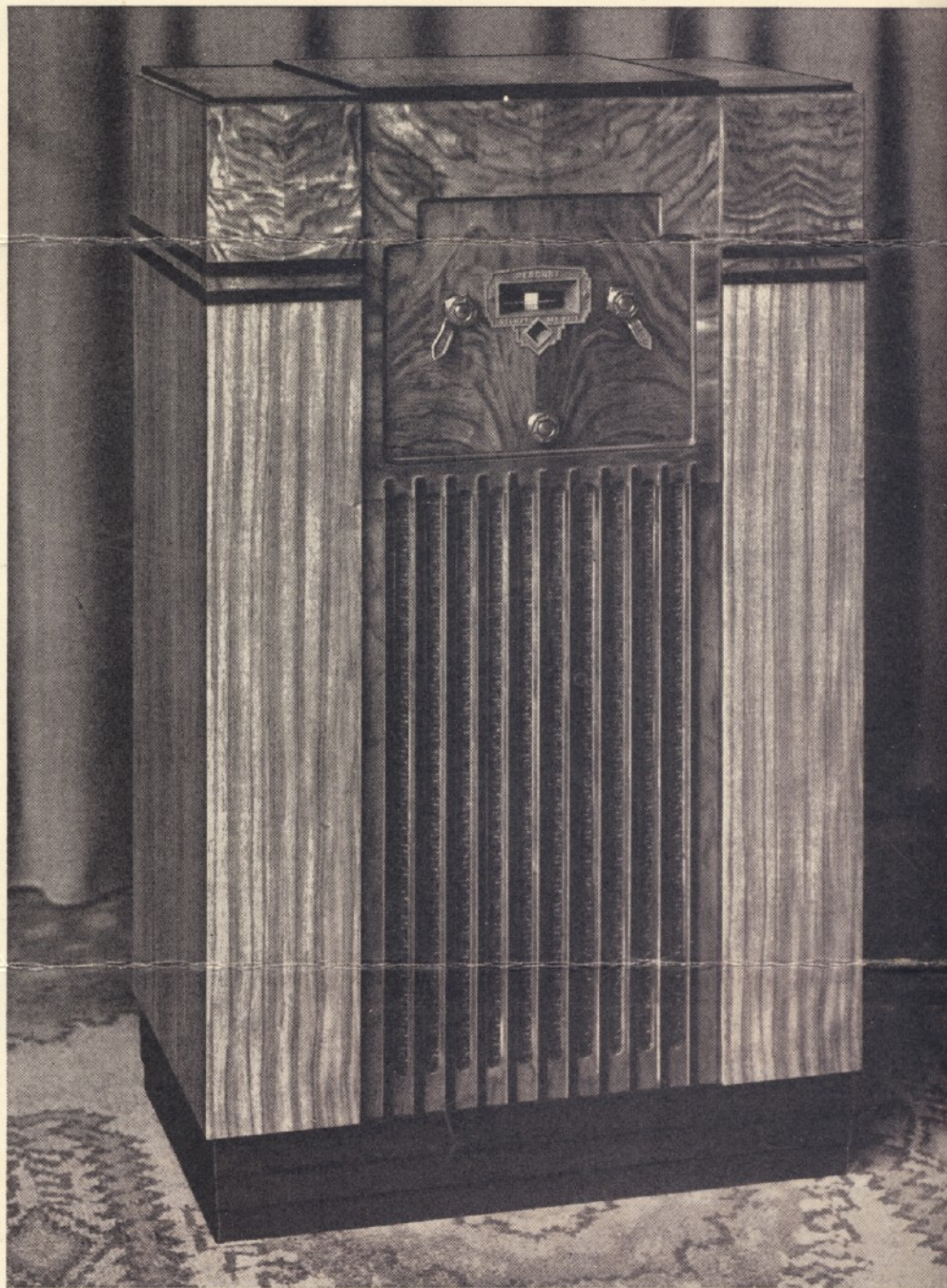
Yours very truly,
C. DeB.
Toronto, Ont.

I am very glad to tell you that I am plenty satisfied with my new Mercury all-wave receiver. It gives me powerful reception with the best of tone. Here are some of my best reception: Every day I can get London, England and Radio Colonial Paris, France, also get Holland in the evening and Columbia, South America.

Yours very truly,
M. C.
Montmagny, Quebec.

EXQUISITE NEW CABINETS

The new #720 Mercury Console represents perfection in cabinet design. Construction is extremely heavy and a special material is used as baffle. The cabinet is acoustically correct and in conjunction with the Mercury speaker has considerable bearing on the exceptionally fine tone of the receiver. Cabinet measures 43" high, 25" wide, 15 $\frac{1}{4}$ " deep.



BATTERY MODELS—For use in districts where there is no electric current available, we can supply battery operated receivers. Battery set is similar in design to electric with the exception of the audio amplifier. Write for complete details.

DESIGNERS OF HIGH GRADE LABORATORY BUILT ALL-WAVE RADIO RECEIVERS

MERCURY RADIO COMPANY

970 College Street

TORONTO . . CANADA

MERCURY CUSTOM BUILT RADIO RECEIVERS

New Mercury DeLuxe All-wave Chassis, complete with Mercury speaker—complete set of matched tubes and antenna matching transformer. Chassis is 22" long, 14 $\frac{1}{4}$ " wide, 10 $\frac{5}{8}$ " deep. Speaker requires 10 $\frac{1}{2}$ " baffle hole.

LIST PRICE
\$262.50

New Mercury DeLuxe All-wave Chassis, Battery operated, complete with set of matched tubes and Mercury speaker. Battery chassis is identical with the electric chassis in appearance and performance. Batteries are extra.

LIST PRICE
\$232.50

Mercury No. 621 Console only, 42" high, 29" wide, 15 $\frac{3}{4}$ " deep.

LIST PRICE
\$35.00

NAME

STREET ADDRESS

POST OFFICE

SHIPPING POINT

PROVINCE

YOUR LOCAL VOLTAGE

CYCLES

Terms: Cash with order or we will ship C.O.D. All C.O.D. orders must be accompanied by a deposit of at least 20%. All transportation charges to be paid by customer. We will ship collect. If your station is a prepaid station, allow for charges. Any excess will be refunded by us.

We reserve the right to make changes in design or price without notice.

As Mercury Receivers are custom built, the information below will help us in sending special instructions, if necessary, with your receiver.

1. Where is the receiver to be used?

Residential district?

Business District?

2. Are you located close to street cars?

3. How near are you to nearest broadcasting station?

..... Miles.

4. Have you any experience in tuning on the short waves?

5. Are there flashing signs, Xray equipment, or other causes
of interference near you? How far away?

GUARANTEE

The New Mercury DeLuxe All-wave Receiver is a custom built instrument and is guaranteed against defects for a period of one year. This applies to everything excepting tubes. All the parts used in this receiver are of the best obtainable and all have a very high safety factor and we do not expect that they will ever develop any defects. Any part that becomes defective within this period of time, will be replaced free of charge, provided such defect has not developed as result of abuse or tampering with the receiver.

DEALERS AND SERVICEMEN

If there is no Mercury representative in your district, write for particulars of the Mercury franchise. We have something attractive to offer you handling the new phenomenal performing Mercury receiver.

Mercury Radio Company

970 COLLEGE ST.

Toronto, Ont.