

MERCURY

DE LUXE SERIES RADIO



"AROUND THE WORLD WITH MERCURY"

**THE ALL CANADIAN
CUSTOM BUILT RADIO**

BEHIND EACH SET THE PRESTIGE OF UNPARALLELED EXPERIENCE

Behind each new Mercury model is the experience gained from designing all wave receivers over a period of twelve years. Away back in 1923, Mercury developed and built the first All-wave receiver in Canada.

Mercury receivers are custom built, each one in its respective class designed to give performance far beyond the ordinary type of radio.

Each one of the 7 new Mercury models for this season is a long and short wave receiver and will tune to all the important broadcasting stations, both on short and standard waves.

Every model of the new DeLuxe series is custom built to a definite standard of performance. Each individual set is personally "air tested" and foreign stations are ACTUALLY RECEIVED before set is shipped.

All Mercury receivers are built like a fine watch or automobile and are made in such a way that they will give years of dependable, efficient service, long outliving ordinary types, which are usually the product of mass production.

Mercury receivers are so well made and so efficiently engineered and tested that we definitely claim that they will outperform and give many more years of service than other makes in the same class.

The best way to judge a radio set is to hear it actually operating in your home. To hear a custom built Mercury DeLuxe receiver is final proof of its superiority.

CUSTOM BUILT

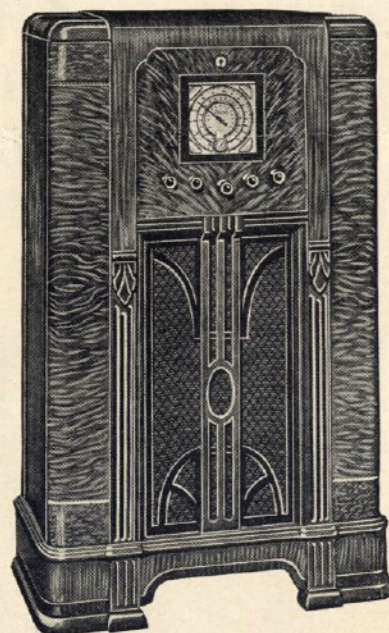
MERCURY RADIOS

..... SINCE 1923

HIGH FIDELITY

Model 812

The Most Efficient Radio
Ever Built in Canada



Model 812—\$245.00

Mercury Model 812 is a masterpiece of efficiency housed in a cabinet of marvelous design, enhanced by the use of rich overlays and highly figured woods. Every conceivable improvement and refinement using 12 new tubes including the new "ELECTRON-RAY" tuning indicator with 14 tube functions.

TUNING RANGE—528 to 1790 K.C.; 1790 K.C. to 5900 K.C.; 5800 K.C. to 17800 K.C.

SELECTIVITY and HIGH FIDELITY CONTROL allows broadened selectivity on HIGH FIDELITY to include much greater range of audio frequency, giving the most faithful lifelike tone ever achieved in a radio.

FIVE POINT CONTROL—Volume Control. Tone Perspective Compensator. Tuning Control. Selectivity and High Fidelity Control. Wave Band Switch.

FULL AUTOMATIC VOLUME CONTROL.

NEW QUICK SIGHT DIAL—Square aeroplane type with Vernier tuning indicator for accurately logging short wave stations.

"ELECTRON-RAY" automatic tuning indicator makes accurate tuning extremely simple. Spot light behind pointer intensifying illumination at point of tuning. Dual tuning speeds with planetary drive 20 to 1 and 80 to 1 for extremely fine tuning on short waves.

TONE CONTROL and VOLUME CONTROL indicators on dial.

SPEAKER—Special auditorium size, dual frequency, with new super excited field.

NEW STANDARDS of world-wide reception, easy, effortless power.

Cabinet measures 43½ in. high, 27 in. wide, 14¼ in. deep.

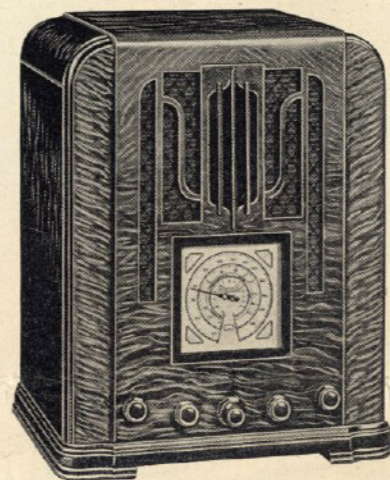
"ELECTRON-RAY"

A new development that enables you to actually SEE when you are tuned to a station perfectly. No guesswork, no distortion.

Seven New Mercury Models

EACH ONE THE LEADER IN ITS CLASS

MERCURY has always designed radio sets to give the finest performance it is possible to get from the number of tubes used. There is a big difference between the ordinary mass production built receivers and the NEW MERCURY CUSTOM BUILT receivers. A difference that you can actually see and hear. Wise radio buyers will critically compare other sets with the New MERCURY before they buy.



TONE PERSPECTIVE RECEIVER
Model 806—\$109.50

A short and long wave mantel model using 6 new tubes with the performing ability of 9 tubes.

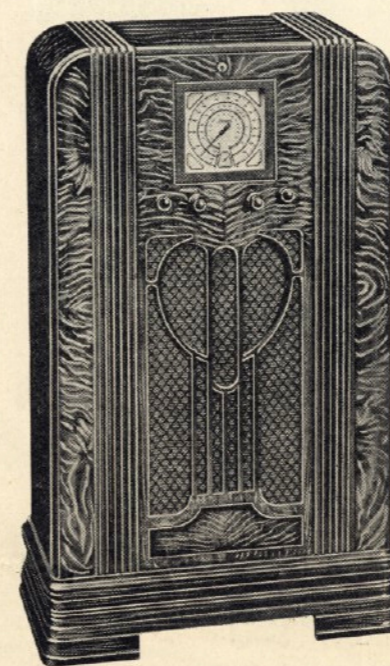
SENSITIVITY—Extreme sensitivity giving phenomenal performance on long distance stations and foreign reception.

SELECTIVITY made to suit present day broadcasting conditions with perfect channel separation.

SPEAKER—Special dual frequency, with high field excitation giving perfected tone quality and a much greater extended range of frequencies.

Full variable tone control, manual volume control, highly efficient automatic volume control. Short wave switch. SQUARE "easy to see" aeroplane dial, "second hand" tuning, spot light behind pointer intensifying illumination at point of tuning.

CABINET measures 19¼ in. high, 15¾ in. wide, 12 in. deep.



TONE PERSPECTIVE RECEIVER
Model 807—\$132.00

TONE quality is the keynote of this model. Entirely new and exclusive system of audio amplification has been built into the circuit giving unusually pleasant mellow effects when tone compensator is turned to bass position.

7 tubes including the new "ELECTRON-RAY" automatic tuning indicator with 10-tube functions.

SENSITIVITY to give World-Wide performance with effortless ease, and SELECTIVITY to give perfect channel separation.

SPEAKER—Full 10 in. dual frequency with high field excitation, variable tone control, and full automatic volume control. Tuning range and dial arrangement same as Model 806.

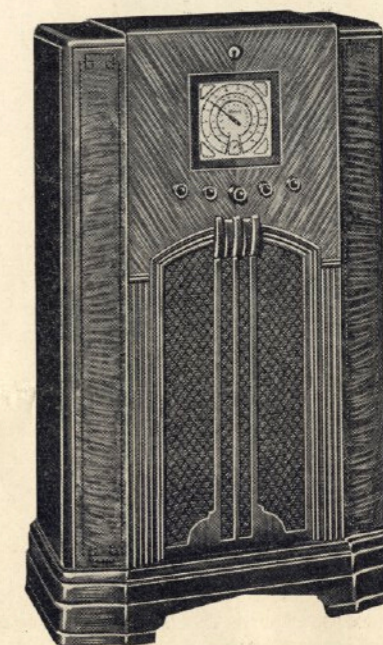
CABINET measures 40½ in. high, 24½ in. wide, 12 in. deep.

PERFORMANCE COUNTS

To-day, with practically every manufacturer building all-wave receivers and claiming world-wide performance, it is well, before buying a radio set, to have definite proof of its performing ability.

SINCE 1923 when the first ALL-Wave Mercury was designed, we have been receiving enthusiastic letters from owners of Mercury sets reporting the reception from stations located in all parts of the world.

We have in our office verifications from hundreds of foreign stations proving definitely that Mercury receivers are, day by day, consistent world-wide performers.



HIGH FIDELITY RECEIVER
Model 809—\$169.00

Another marvelous "HIGH FIDELITY" receiver incorporating practically every worth-while feature known to radio science and housed in a cabinet of striking beauty.

This receiver uses 9 tubes including the new "ELECTRON-RAY" automatic tuning indicator tube with 12-tube functions, giving enormous range and power.

Tuning range, dial arrangement, speaker and other features same as Model 812.

Cabinet measures 41¾ in. high, 26 in. wide, 13 in. deep.

THREE OUTSTANDING BATTERY SETS

SUPREME IN PERFORMANCE

NEW MOTOR GENERATOR SHORT AND LONG WAVE BATTERY SET

Model B80—\$179.00

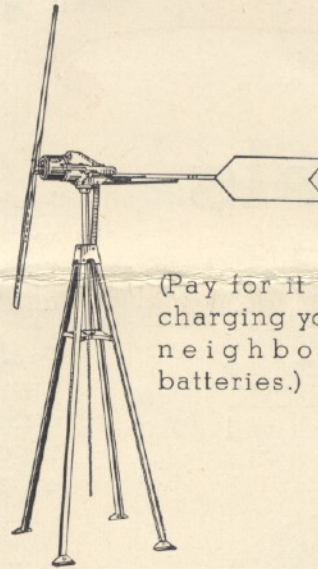
Complete, Less Battery

The outstanding battery operated receiver of the year, practically batteryless. No "B" batteries. No "C" batteries. All power taken from a six volt storage battery. Total battery consumption for complete receiver less than 2 amperes.

Uses 8 of the latest type tubes with 10 tube functions. Wonderful sensitivity and selectivity, giving full world-wide reception. Special permanent magnet dynamic speaker combined with class "B" audio output gives exceptionally good tone quality and much higher output than generally associated with battery receivers. Full automatic volume control and new style tone modulator. Aeroplane type dial with special Vernier drive.

Cabinet same size and type as Model B70.

NEW WIND DRIVEN GENERATOR— NO COST FOR POWER!

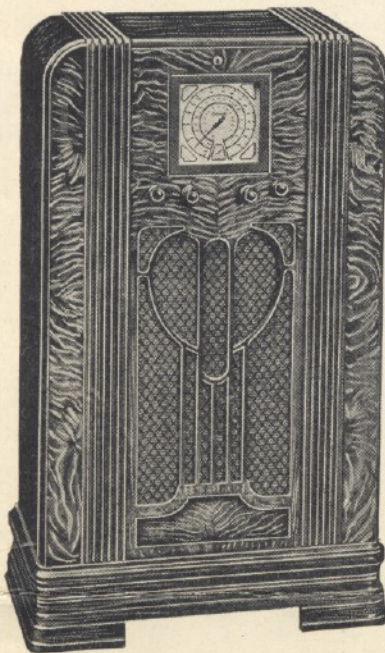


(Pay for it by charging your neighbors batteries.)

Keep your storage batteries up to strength this easy, convenient, economical way. All that is necessary with the Wind Generator is to add distilled water to the battery when required. Absolutely weather proof, requires oiling only once every three months. Specially designed propeller starts charging in a breeze of about 10 miles per hour and delivers up to 20 amperes.

Save money, save trouble, save disappointments, install a new Wind Generator NOW! Complete as shown with four post steel tower for use on flat or gable roofs, ammeter, etc.—\$44.50.

Cabinet Size
40½" high
24½" wide
12" deep



Model B70—\$134.00

Complete less batteries

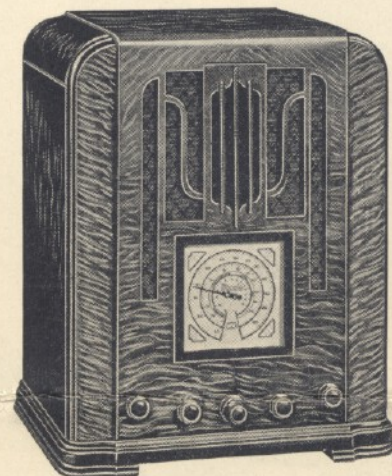
A deLuxe quality built battery receiver distinctly new and unequalled in performance in the all battery field. Employs 7 two-volt tubes with 10-tube functions.

Short and long wave coverage and world-wide reception. Permanent magnet dynamic speaker and class "B" audio gives wonderful tone quality with exceptional volume.

Full automatic volume control, new style tone modulator control. Aeroplane dial with special Vernier drive.

Uses 2-volt Air cell or storage battery, 3 "B" batteries, 2 "C" batteries. "A" battery consumption less than half an ampere. "B" battery drain about 18 mills, increasing in accordance with volume up to approximately 22 mills.

Cabinet Size
19¼" high
15¾" wide
12" deep



Model BM70—\$107.00

Complete less Batteries

An outstanding example of Custom Built quality, gives performance as is usually found only in much larger sets.

Same chassis and specifications as Model B70.

Cabinet beautifully designed mantel type built of specially selected woods, hand rubbed to a fine finish.

MERCURY RADIO COMPANY
970 COLLEGE STREET
TORONTO CANADA