

NEW
MERCURY

MORE
RADIO
PER
DOLLAR



THE H.M. KIPP CO. LTD.
447 YONGE ST.
TORONTO — CANADA

GUARANTEE

ALL MERCURY SUPER TEN Radio Receivers are guaranteed against defective workmanship and material. Any parts claimed defective and returned for our inspection must come to us transportation prepaid. Misuse, abuse or negligence are not guaranteed against. This guarantee applies only to parts or material supplied by us, and is in effect for 90 days after date of purchase.



INSTRUCTIONS FOR ORDERING

Be sure to state just what model or models are required.

See that address and shipping instructions are carefully written, and if goods are to be shipped by Express, and if there is no Express agent in your locality, be sure to state the nearest point where there is an Express agent on duty.

Allowance for postage and insurance must accompany all orders when remitting in advance.

EXPRESS SHIPMENTS—Where postage is not included with remittance, goods will be shipped by Express.

Where goods are desired shipped by parcel post or express C.O.D., at least 50% of their value must accompany order.

EXPRESS SHIPMENTS TO US MUST BE PREPAID. We will not accept delivery of any shipment not prepaid.



SPECIAL NOTE

We are not liable for goods damaged in transit. Our responsibility ceases when material is delivered in good order to transportation company. All claims for damage or shortages must be made to the carrier.

The purchase of a MERCURY SUPER TEN does not mark the close of a transaction, but only the beginning. Only through the co-operation of Manufacturer, Dealer and Purchaser can ultimate satisfaction be attained.

Duo Control Super Power Radio Set



FOR years the Mercury has been one of the leading high-priced sets on the market; Custom Built for the discriminating person who wants only the best. The Mercury has always been manufactured to a standard of perfection.

In the six years that the Mercury has been on the Canadian market, it has risen from an obscure beginning to its present popularity. It has also enjoyed a healthy growth and has now reached a position where the volume of sales allows it to be manufactured more or less on a production basis.

The parts and material used in the Mercury have always been selected only after careful tests and this practice will be continued. We have drawn into our organization engineers and skilled mechanics who are able to keep our products up to the highest quality. We have weeded out the inefficient. The business has grown, even though a conservative sales and manufacturing policy has been carried out.

For many years we have championed the cause of the peanut or small tube. Our judgment in doing this has been proved correct by the great popularity of the Mercury and the hundreds of letters we have from enthusiastic owners. In the earlier days of radio, economy was a large factor in the operation and cost of radios. The peanut tube set was ideal for these conditions. We maintain that this valve is still one of the most satisfactory tubes that can be used in a radio receiver. It is super efficient up to its capacity and operates with a quietness only possible in this type. It is a Canadian product, this famous tube, and is a great favorite among Canadians. In the delivery of volume, it has its limitations, but for distance and quality, it leads all. In building the Super Power models incorporating the larger tube, we did this at the insistent demand for volume sufficient to operate a dynamic speaker, without in any way having any idea of depreciating the peanut or 115A tube.

The placing on the market of the 201B and 201C power tube of extremely low filament current requirements, allowed the Mercury to be built to give volume equal to the most powerful competitive receivers. It also allows a dynamic speaker to be used directly from the output of the receiver. **ALL THIS AND STILL USE BATTERIES WITH PRACTICALLY THE SAME ECONOMY AS FORMERLY ENJOYED ONLY BY THE PEANUT TUBE MERCURY.** We also manufacture this receiver as an all electric set.

The Mercury Duo-Control Power set now being placed on the market incorporates eight 201 "B" or "C" Power tubes and two 112 "A" Power tubes in the famous Mercury Superhetrodyne circuit. The current required from an A Battery is little more than 1 ampere.

The two-control arrangement is very easy to operate and allows the set to be tuned with knife-edge precision. In spite of the tremendous power, it is always under perfect control and can be raised from a whisper to powerful dynamic volume.

The effectiveness of the short wave reception has been greatly increased. Foreign stations from all over

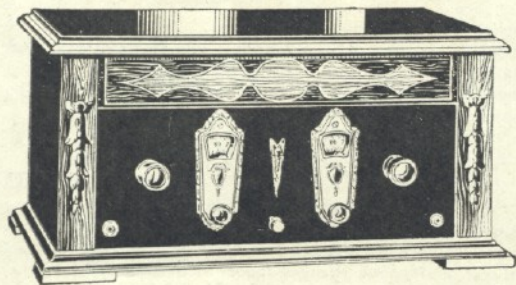
the world have been heard and the reception from the British Broadcast Company's short wave station at Chelmsford, England, is remarkable. This short wave reception is an exclusive feature of the Mercury and a purchaser of such a set has the advantage of having two sets in one. Our slogan is—**MORE RADIO PER DOLLAR. TWO SETS IN ONE.**

We claim—and justly so—that this new Mercury Super Power Duo-Control Receiver will give more entertainment the year around than any other radio. Furthermore, it will do all that ordinary radio sets will do, and in the majority of cases, owing to the short wave feature and great efficiency, a whole lot more. If this be the case—and we can prove it—why hesitate in selecting your new radio?

In offering this Canadian-built set to the Canadian public, we wish it to be available to all. With this objective, we place it on the market at a price that is only possible through the purchaser buying directly from the manufacturer at the lowest price.



Mercury Super-Power Duo-Control



The set is equipped with eight 201 B or C's and two 112A Power tubes, one pair standard wave length coils, 190-550 meters, one battery cable and supplied in beautiful walnut-finished cabinet. A receiver that will operate any standard dynamic speaker, either inductor or electric type. Efficient on short waves. Easy on batteries, both A and B.

Price\$114.50

Short Wave Coils, per pair, extra..... 7.00

Can be furnished as an all-electric receiver

Price 174.50

Peanut Tube

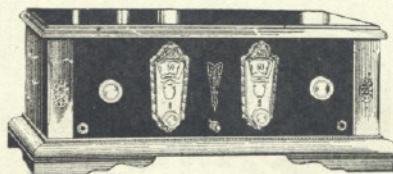
In view of our increased production on the Duo-Control sets in general, we are now able to reduce the price of the Mercury Duo-Control peanut tube machine. This receiver has been very popular in its price class on account of its wonderful performance as a battery operated set. The extreme quietness of the peanut tube has won it many friends—and for those desiring a radio that is not required to operate an electro dynamic speaker, it will bring entertainment from the four corners of the world, as it can be equipped with plug-in short wave coils at a slight additional cost.

The selectivity and sensitivity are equal to any radio at twice the price. Again the slogan can be used—**"MORE RADIO PER DOLLAR." TWO SETS IN ONE.**

Where electric current is available, these peanut tube receivers can be operated without batteries by the use of the Mercury electrifier. This is a device that smoothes out the alternating current and changes it to direct so that it is delivered to the set without any hum or noise. Instantly operative—no time required to heat up—no chemicals, acids, batteries or liquids.

There has been such a demand for the Mercury Super Ten two dial receiver, so popular last season, that we have had to re-enter into production of these and can now place this set on the market at a very low price direct to the customer.

Mercury Super Ten Duo-Control



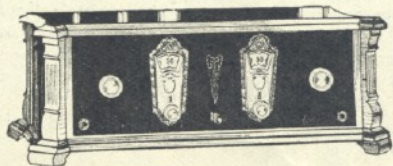
This comes complete with 10 peanut tubes, 1 pair standard wavelength coils, 190-550 meters, 1 battery cable. A handsomely finished walnut cabinet adds greatly to the appearance of this receiver.

The quietness, sensitivity and great distance-reaching qualities has always been the feature of these peanut tube sets. Selective and capable of delivering fine tone quality, along with the short wave feature, makes this a practical set for any home. Will operate perfectly the Mercury dynamic cone speaker. Very economical on all batteries. Six weeks' to two months' service on good A battery; six to eight months on "B" batteries.

Price\$ 89.75

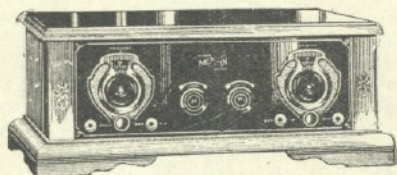
Electric 139.75

Short Wave Coils, per pair..... 7.00



The Duo-Control shown is the Solid
Walnut DeLuxe Cabinet.....\$ 97.75
Electric 147.75

Mercury Super Ten Two-Dial

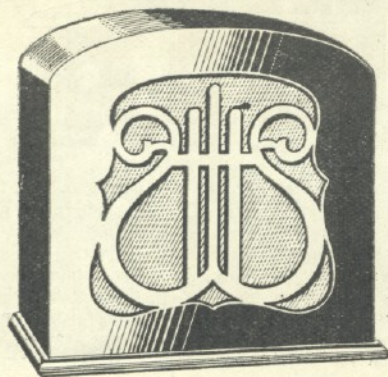


The equipment consists of ten R215A tubes (peanut), one pair standard wavelength coils, 190-550 meters, one battery cable, cabinet of walnut.

This model shown above is practically the same as hitherto sold at \$85.00. It is of the peanut tube type, embodying the exclusive Mercury feature, that of the plug in coil system for reception of both short and long wavelengths. This is the style of set used to re-broadcast the foreign programmes through CFCA, The Toronto Daily Star. It is very easy on batteries. Can be furnished as an electric receiver at additional price.

Price, F.O.B. Toronto.....\$ 79.75
 Electric Model 129.75
 Short Wave Coils, per pair..... 7.00

Mercury Dynamic Table Speaker



This model cone reproducer is adaptable to practically all styles of radio sets, including Mercury and all other types of five tubes and more. The volume and quality, especially the bass notes, are of true dynamic reproduction. The cabinet is heavily constructed and has thick sounding board, effectively baffling the action of the cone. The speaker is of the type that does not require a field current for its operation, as all electric dynamics do, and for this reason is admirably adapted for use with battery sets on account of its not requiring this "field" for its operation. Works directly from the output of the set.

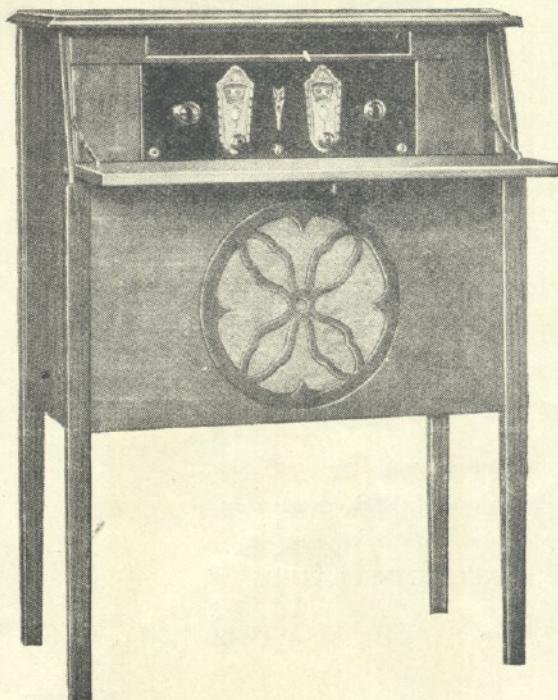
Price, F.O.B. Toronto.....\$28.00

When ordering, state style of tubes used in radio receiver.

TELEVISION

Television, or, in other words, moving pictures over the radio, have about reached the stage where they are practical, and there is little doubt that there will be television receivers placed on the market very soon. As television requires a broad wave band on which to operate, it seems impossible to use standard wavelengths, so it has been found necessary to broadcast these radio moving pictures, or television, over the short wave bands. Unless a receiver is capable of picking up these short wavelengths, these new television machines will be useless. The Mercury is the only machine at present equipped for the reception of television and signals.

Desk Type Console

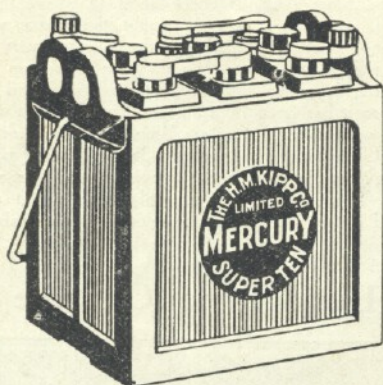


This model is furnished with Dynamic speaker. It is nicely proportioned, richly finished in walnut, and closes up when not in use. Baffle board of heavy material insures true dynamic tone. The scroll work is of pleasing design, backed by gold cloth.

With Mercury Super Power Duo-Control set, for battery use, including "B" or "C" tubes.....\$159.50
 With Mercury Super Ten Duo-Control set for battery use, including ten peanut tubes 134.75
 With Mercury Super Ten two-dial receiver, for battery use, including ten peanut tubes..... 124.75
 Short Wave Coils, per pair..... 7.00

Electric equipment extra

Mercury Batteries



Full "A", "B" and "C" Battery equipment for all battery model MERCURYS, including 100 amp. hour storage battery, large size "B" and "C" batteries, can be supplied.

Price for complete set of batteries..... \$19.70

Mercury Vertical Antenna

Extremely selective and non-directional. Erected anywhere, high as you like above interference. BAKELITE INSULATED.

Price \$6.30

READY
TO
ERECT

