

# THE STORY OF THE MERCURY SUPER TEN



(CATALOGUE NO. 73, JULY 1st, 1928)



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



---

---

## The Mercury Loop Aerials

Up to the present season loop aerial reception has been satisfactory only on a few Experimental Superheterodynes, and in some cases not satisfactory on the best. It has been the aim of the H. M. Kipp Company to produce a Receiver that would function perfectly when using this type of antenna, and succeeded in doing so when they produced the 10 Peanut tube **MERCURY SUPER TEN.**

Loop aerials in the past have been built as a piece of electrical apparatus and little

heed given to appearance. In producing the Mercury Model A Loop Aerial while electrical qualities were kept well to the fore, a great deal of effort was spent in making it an attractive piece of furniture fit to grace any home, at the same time having maximum efficiency.

To accomplish this, a design was selected that would take up as little space as possible. The oblong box type was decided upon, the frame being 34" high and 15" wide. It is possible with this loop to use it within 3" of a wall, as it can be turned in this radius and does not require a table much wider than the set for it to stand on. Tunes from 200 meters to 550.

It was made to conform with furniture produced in the early Victorian period. Has beautifully turned spindles and a pleasing design carried throughout its construction. Supplied in walnut Duco Satin finish.



MODEL "A" F.O.B.  
Toronto, \$20.00



MODEL "C" LOOP

This has been designed for portability, is fully collapsable and sharp tuning. The size is 12" x 30" and folds into a space 6" in diameter by 12" long. Finished in walnut. Price \$12.00

This has been designed for portability, is fully collapsable and sharp tuning. The size is 12" x 30" and folds into a space 6" in diameter by 12" long. Finished in walnut. Price \$12.00

# The Story of The Mercury Super Ten

---

*Exclusively a Canadian Product Originated by Chas. A. Lowry  
Radio Engineer for the H. M. Kipp Co., Ltd.  
and produced in Canada.*

**M**ANY thousands of years ago, before man became the inventive genius that he is to-day, there lived, according to mythology, a Grecian God named Mercury. To the ancient Greeks, Mercury was the god chosen to preside over all sports, matters of state, commerce, art and fine music.

To-day we picture Mercury only as a messenger—as a man of speed, with wings on his head and feet. But to the ancients, Mercury was a man of culture and refinement, a lover of music, who was said to have invented a type of harp, known as the Lyre.

The culture, charm and diplomacy of Mercury, and his ability to cover great distances with such remarkable speed, made him the valuable assistant of the god of gods, Jupiter. When the gods were to be summoned together, it was Mercury who was sent to call them in. At times of banquet, Mercury furnished the music and entertainment.

By reason of his tact and diplomacy it was Mercury who was sent to pacify the gods when there was trouble between them. With the aid of his music he is said to have won many favors from the different deities.

It is from Mercury that the *MERCURY SUPER TEN* derives its name. As you read on, you will see how this radio receiving set, like the god Mercury, is able to cover distance in a flash, bringing to its owner, music, entertainment, and that feeling of satisfaction derived from knowing that he has the best.

The first 10 peanut Superheterodyne was built in the laboratories of the H. M. Kipp Co., Ltd. in June 1924. It was built as the outcome of a long series of experiments extending back several years, and having as its object the development of a Radio Receiver of the highest quality, especially suited to the peculiar needs of the Canadian people.

It is something more than mere "advertising talk" to say that Canadian broadcast listeners need a receiver that is somewhat different from that which would be sufficient for the needs of a citizen living, for example, in the United States of America.

## THE STORY OF THE MERCURY SUPER TEN

---

Certain atmospheric and terrestrial conditions obtain in such countries as Canada, South America and Australia, which impose obligations on a radio receiver that very few of even the best American types of sets can meet satisfactorily.

We have neither the time nor the space here available to lay bare all the facts leading to these assertions. The effects on radio waves of mineral deposits, forest areas with sharp differences in climatic conditions, and the peculiar antics of the earth's magnetic field (whose point of greatest intensity is the North Magnetic Pole located in Northern Canada) all have a bearing on radio results. Let us, however, take time to consider one simple case—the distribution of population.

At present, about 60 Canadian broadcasting stations are serving a population roughly estimated at 9 millions of people, scattered far and wide over a country whose boundaries are separated by thousands of miles. This means that a Canadian listener who wants program variety must reach out farther for his entertainment. In the United States with its 700 stations a listener is never very far from several powerful stations, but in Canada—well, there are numerous *MERCURY SUPER TEN* receivers performing superbly in the cozy homes of Canadians who are located over 1000 miles from the nearest radio station.

Yes, Canada, with her peculiar terrain and unusual, and often difficult atmospheric conditions, needs something more than just a good radio receiver. Every citizen of Canada who can afford a radio at all, needs—yes positively needs the best receiver that money can buy.

Many people have now come to realize the truth of what has just been written, and it is fortunate that there was in Canada four years ago an organization in the H. M. Kipp Company, Ltd., whose aim was the perfecting of a receiver that would meet these peculiar conditions, which to them were then known.

The wonderful reception accorded the *MERCURY SUPER TEN* when it made its appearance during the Fall season of 1925, has been a source of great satisfaction to the Company which has striven to further improve this great receiver as, year by year, its reputation in the radio world has become more and more firmly established.



DESCRIPTION *Showing Set and De Luxe Cabinet*

A high grade radio receiver necessarily has many tubes. What the radio listener of today wants is **DISTANCE, SELECTIVITY, QUALITY OF TONE** and **VOLUME**. The *MERCURY SUPER TEN* possesses all these things and in addition, many others, such as **ECONOMY OF OPERATION** and **COMPACT SIZE**—two important features realized more by present owners of *MERCURY SUPER TEN* receivers than perhaps by others whose receivers have not included these important features, or by others still who not having yet owned a radio receiver, had not thought about size and maintenance cost.

The designer of a Radio Receiver will naturally tend to work toward an Ideal. So, then what is the ideal Receiver like? The "automobile fan" will no doubt have read with interest the specifications offered recently for the "Ideal Motor Car" by a representative and non-commercial group of Engineers—members of the Society of Automotive Engineers.

What would the specifications by a similarly placed group of Radio Engineers be like? Without doubt, in brief form it would read much like this:

#### THE IDEAL RADIO RECEIVER.

Circuit—Superheterodyne, or multi-stage Tuned Radio Frequency.

Extremely sensitive, 6 or more tubes.

Thoroughly selective but non-critical in adjustment.

Stable and free from static and stray noises.

Two controls for tuning.

Non-radiating input circuit.

Tuning circuit essentially loop excited with antenna adaption desirable.

Intermediate amplifier, if used, to operate on an odd frequency between 200 and 500 Kilocycles with bias control, preferably potentiometer.

Amplifier completely shielded.

## THE STORY OF THE MERCURY SUPER TEN

---

Oscillator, if used, constant coupled and free from hand capacity effects and harmonics.

Two volume controls with ample reserve power.

Tone amplifier: 1st. Stage-transformer or impedance-coupled.  
2nd. Stage-Push-Pull with output filter to loud speaker. Uniform frequency response preferably adjustable at lower end.

Chassis—Rigid but resilient and well supported.

Panel—Eakelite or brass but rigid and strong.

Overall size—as small as possible.

Power supply—economical enough for battery operation but adaptable to batteryless supply.

Price—not over \$200.00 in stock case with tubes.

Most radio engineers have a favorite circuit. Some have the "One-dial control" hobby. Some have a special hook-up while others are quite enthusiastic about some odd method of tone amplification. But we know that the above specifications of the Ideal Receiver would be accepted without criticism by the great body of the Radio Engineering profession.

Now let us see how the *MERCURY SUPER TEN* measures up to this Ideal.

To meet Canadian conditions as previously outlined a radio receiver of highest quality must be pre-eminently a "distance-getter." No other system of reception gives results in this direction that can compare with the Superheterodyne circuit used in the *MERCURY SUPER TEN*. (Our record for broadcast reception is from Simcoe, Ont., to Melbourne, Australia, nearly half way around the world).

Any well designed receiver is sensitive and selective in a ratio, proportional to the number of tubes used. Ten tubes in a radio set means smoother operation and clearer reception from both distant and nearby stations, just as a larger number of cylinders in a motor car gives to such a vehicle a smoother performance on both good and bad roads.

The great need for a superlatively sensitive receiver having already been intimated, it is therefore natural that when designing a set to meet the exacting requirements of Canadian broadcasting conditions, a very special effort should be made to gain the utmost in sensitivity.

The superheterodyne system of reception is employed by almost all governments for naval and aircraft work where sensitivity and selectivity must both be obtained to the maximum degree.

## THE STORY OF THE MERCURY SUPER TEN

---

It is a peculiarity of most radio circuits to be either sensitive and not selective, or selective and not sensitive. But the Superheterodyne system used in connection with the *MERCURY SUPER TEN* receiver is remarkable in that it is both super-sensitive and at the same time super-selective. "Selective" or "selectivity" meaning of course ability to choose a desired program from among others without interference.

When only a few tubes are employed in a radio receiver, such a degree of selectivity as can be obtained requires extremely close and critical adjustment of the tuning controls. The *MERCURY SUPER TEN* with its multi-stage amplifier renders the accomplishment of accurate and selective tuning a very easy matter without involving either critical or difficult adjustments. The adjustments for tuning a *MERCURY SUPER TEN* are so simple that ordinary dials have been used, "Vernier" or slow-motion adjusters being unnecessary. It is true however, that the 1928 *MERCURY SUPER TEN* has been



*Radio Frequency Unit Showing Removable Coils  
(This piece of apparatus not sold separately)*

equipped with "Vernier dials," because ordinary circular dials become badly soiled from constant handling and the dial indications in time are rubbed off. These new "Port-Dials" have a cover with a small aperture through which the dial readings are observed and thus the engraved indicators are protected against soiling: The Vernier action no doubt makes an easy operation easier still, and is mechanically incidental to the construction of dials of the protected type. Smoothness, and stability of adjustment in a broadcast Receiver are realized only when the radio amplifier is of the carefully designed and thoroughly balanced type used in the *MERCURY SUPER TEN*.

The problem of eliminating static and other atmospheric disturbances has occupied the minds of engineers for many years. It would seem that no practical solution of this problem is likely. Means of wiping out this form of interference are known but great complications are involved and recently it has been discovered that much static is superimposed upon the "carrier wave" of the broad-

## THE STORY OF THE MERCURY SUPER TEN

cast station itself, and this, being thoroughly mixed with the signal cannot be overcome, and has, for many, discouraged further research in this direction. The most practical solution of the interference problem is being found in the extended use of "chain broadcasting" which brings the more important program contributions nearer to the radio receiver and the static fades into the background of the greater signal strength obtained from the nearby transmitter—and even yet—many Mercury Super Ten owners are a thousand miles from the end of nearest chain.

However, even under conditions permitted by comparatively near by, or "local" reception, noise and interference should be kept to a minimum by carefully designed circuits and the greatest possible "selectivity." The many fine performances of *MERCURY SUPER TEN* Receivers under conditions where other high grade makes failed, gives ample proof to the statement that the *MERCURY SUPER TEN* gives better results under difficult static conditions than does any other receiver.

Many receivers on the market today have what their makers are pleased to call "One Dial Control." The *MERCURY SUPER TEN* is just as much a "One Dial Receiver" as many of these. Most "one dial control" receivers have "supplementary" adjusters or "compensators" which being disguised by special panel arrangements present to the uninitiated the suggestion of "One Dial Control." It is significant in this connection that the FIRST one dial control receiver ever publicly conceived and advertised was built in 1923 in the Laboratories of the H. M. Kipp Co. Ltd., and was registered by an application for Letters Patent in that year, exhibited at the C.N.E. Radio Show. The idea as then conceived is at present used in all one dial control receivers, but was abandoned by the H. M. Kipp Company's Engineers as having no actual value except as possibly an advertising feature.

The main tuning control of the *MERCURY SUPER TEN* is the "Oscillator Dial." A secondary or "final tuning" control is afforded by the "Tuner dial," thus the *MERCURY SUPER TEN* has two—and only two—tuning controls. The other two adjusting knobs seen on the panel front are for the control of volume and are entirely independent of the tuning operations.

The circuits of the *MERCURY SUPER TEN* have been arranged so that when tuned to a given station, this receiver cannot radiate so as to interfere with other listeners.



The *MERCURY SUPER TEN* uses normally a small loop or "coil antenna" as a means of signal pick up. This receiver is especially adapted for operation in congested locations, and in apartment houses and hotels, where outside aerial wires cannot be conveniently provided for. Owing to the great sensitivity of this receiver, signal response with the loop type of aerial is better than that obtained with most other receivers which require to employ outside aerial wires.

For those who prefer the use of an outside aerial, provision has been made whereby such aerial arrangements can be utilized without the use of adaptors or other special arrangements or alterations to the receiver.

The *MERCURY SUPER TEN* employs an unusually powerful intermediate frequency amplifier comprising four stages of amplification operating at a wavelength of 1565 meters which corresponds to a frequency of 192.5 kilocycles. Volume is controlled by means of a potentiometer of an unusually excellent design which affords positive action and long service. The intermediate amplifier is completely shielded with copper.

The Oscillator system is totally free from hand capacity. Careful study of biasing requirements and of the proper relationship between amplifier and oscillator differentials, has given to the Mercury Super Ten a freedom from "harmonic" response rarely found in even the most carefully executed Laboratory Superheterodynes.

Two controls are provided for volume. The volume range of the Mercury Super Ten is so great that one control of volume is not enough. Two controls being necessary, one is used to control volume directly, and the other indirectly by controlling the sensitivity upon which "volume" depends.

Radio music, if it is to become an institution in the 20th century home, must be good music. Rapid strides have been made during the past two years in perfecting the musical quality of broadcast programs. Many receivers of older design are not capable of properly reproducing the fine music that is now being sent "into the air." The *MERCURY SUPER TEN*, during its develop-

ment has kept pace with the improvements inaugurated along this line by the broadcasters, and the 1928 *MERCURY SUPER TEN* merely asks to be heard in comparison with any other receiver. After comparative tests of 25 high grade transformers very fine special alloy cored Transformers were selected for use in the Mercury Power Amplifier and are built by one of the largest Transformer manufacturers in North America for its exclusive use.

The first stage is Transformer coupled with a ratio of 2.1 to one, and the secondary amplifier is of the "Push-pull" Type always used on the *MERCURY SUPER TEN*. An output transformer protects the loudspeaker from being injured by the high B voltage commonly applied to present day receivers. A "Tone switch" is provided as a means for imparting a "soft" quality to music for those who prefer a soft rather than a "brilliant" quality in some classes of program work.

#### INTERCHANGEABLE COILS.

The mechanical construction of the *MERCURY SUPER TEN* has been given the same careful thought that characterized its technical development.

Among the many unique features found only on the *MERCURY SUPER TEN* is the method by which all commercially known wavelengths can be tuned. The "Tuner" and "Oscillator" coils (whose function is to limit the wavelength band over which reception can be heard) are not permanently fastened into place as in other receivers, but are fitted with plug-in connections, whereby the coils can be interchanged or others substituted so as to enable the listener to hear signals on wavelengths either longer or shorter than those within the normal "Broadcast Band." For example, if it is desired to receive the "Short Wave" broadcasts from KDKA Pittsburg on say—68 meters, it is merely necessary to pull out the Broadcast coils supplied with the set and plug into their places a pair of "short wave coils." Immediately the *MERCURY SUPER TEN* becomes—all in a few seconds—an efficient "Short Wave Receiver." This feature is not available on any other commercially produced radio receiver.

About one and a half years ago when the makers of the famous Northern Victor Peanut tube effected certain improvements to this device, it became possible to greatly increase the effectiveness of the *MERCURY SUPER TEN* by introducing the now famous Mercury High Power Circuit. By the use of this new system it

## THE STORY OF THE MERCURY SUPER TEN

---

is possible to obtain with peanut tubes, operating on 135 volts of "B" Battery or Eliminator, a degree of volume with a quality of tone often not even approached by receivers using power tubes and much higher "B" voltages. Adoption of the principles involved in the Mercury High Power Circuit have furthermore resulted in a great reduction in the consumption of "B" power thus giving the added feature of greater maintenance economy.

### SOLD AS A KIT.

Although sold as a completely built-up set, the *MERCURY SUPER TEN* is also sold in the form of a kit. The decision to market this receiver in "Kit form" was warranted by two important marketing considerations.

First, many people in Canada know full well the necessity for owning a receiver only of the highest quality, which is in many cases just a little too costly to fit in with the family budget. By supplying the *MERCURY SUPER TEN* in kit form, a saving of



*Showing Assembled Set in Model "H" Cabinet*

assembly, overhead and shipping costs is effected so as to bring the price of this fine receiver within reach of everyone.

Secondly, when shipping sets to the far outpost regions of Canada, to places where, often, only a *MERCURY SUPER TEN* is of any use at all as a radio receiver, the compact kit assembly stands the many hardships of outpost transportation methods better than would the more bulky package containing a built-up receiver.

### EASE OF ASSEMBLY.

The necessity for supplying the *MERCURY SUPER TEN* as a "knockdown" or unassembled kit naturally has influenced the design. To construct a kit so that any non-technical mind could

direct the assembly of parts into a perfect copy of the laboratory "Standard Model" meant that the technical requirements of the circuit must be met in the laboratory before the kit should be delivered to the assembler. Thus it has come about that the Mercury Super Ten consists of a main "Radio and Audio Power Unit" containing all the delicate and intricate parts and wiring fully assembled and tested on broadcast signals before leaving the factory. A few simple parts such as jacks, rheostats, panels, etc., are associated with the Radio and Audio Power Unit to form the completed receiver which can be assembled by anyone in less than two hours without the use of tools other than those commonly found in the home. No diagrams or plans are required or given. A simple set of numbered operations requiring neither skill nor deep thought, lead the assembler unerringly to a successful completion of the work involved in transforming the Mercury Kit into a complete *MERCURY SUPER TEN* in all its glory of decorated walnut finished panels and orderly interior, and marked with every stamp of the factory-produced receiver. The whole assembly operation is so simple! No fancy complicated tuning drums, windows or other contrivances to line up and fit and no holes to locate and drill. Everything that is difficult or that requires expensive tools is done when the kit is prepared in the factory.

The Power Unit (illustrated on page 7) is a sort of chassis and is attached by the home constructor to a sub-structure made of aeroplane ply-veneer. This material has been chosen because it is tough, light and flexible. Furthermore as there are no high voltages or radio frequency current involved in the connections that touch this material, the insulating qualities are more than sufficient. The unit in turn is attached by means of screws to a Bakelite front upon which the other accessories are mounted. The connecting of a few wires from the main unit to the associated controls completes the assembly and the set is ready to slip into its cabinet. It is most emphatically declared that the Mercury Super Ten when purchased as a kit has none of the complications found in contemporary kits of other manufacturers. Even the connections to the power supply are made simple and mistake-proof by the use of a special Rainbow "Corded Cable," with keyed plug by which the operation of connecting batteries or other supply to the set is made as easy as the connecting of an electric iron to a domestic lamp socket.

### APPEARANCE.

Everyone marvels at the unusual compactness and small size of the *MERCURY SUPER TEN*. A ten-tube Superheterodyne by ordinary standards would be a very large and cumbersome contrivance. But the *MERCURY SUPER TEN* stripped of its containing case, measures only 18 inches long  $6\frac{1}{4}$  inches in height and 7 inches in depth; it actually occupies less space than do the batteries or eliminator that operate it, and it is less than one quarter as bulky as a modern loud speaker of the exponential type! Stripped of its case, The *MERCURY SUPER TEN* could be packed away in an ordinary large sized hand-bag.

### NORTHERN ELECTRIC PEANUT TUBE.



No radio receiver is better than its tubes. And no tube made anywhere can take its place beside the famous Northern-Victor Peanut Tube, which is used exclusively in every socket of the *MERCURY SUPER TEN*. These tubes—less than one-fifth the size of those usually found in contemporary receivers are capable, when properly used, of doing all that any of their bigger brothers can do. Though small and compact, like the receiver in which it is employed, the peanut tube is fully capable of meeting all the exacting requirements of a modern radio receiver. The long lasting oxide filament of the peanut tube insures the user of a *MERCURY SUPER TEN* against frequent replacements, because the Northern-Victor Peanut Tube during the decade of its service to Radio has proven to be the longest lived of all radio vacuum tubes.

### OPERATING ECONOMY.

Batteries Necessary: 1 6-volt "A" Battery, 90 to 100 amps., 3 45-volt "B" Batteries and 2 "C" Batteries.

In the matter of economy of operation no other kind of receiver can compare with the peanut-tube-equipped Mercury Super Ten. The 10 peanut tubes of this receiver are connected in series from a 6 volt battery, so as to draw only  $\frac{1}{2}$  ampere (maximum) and the Mercury High Power circuit is so efficient that only 15 milliamperes (maximum), of "B" Battery are required to maintain the receiver operating at full power.

## THE STORY OF THE MERCURY SUPER TEN

---

Many set designers believing that all radio sets are destined to operate on lamp socket supply, thus doing away with batteries and as they think, also the need for "fuel" economy, have thrown economy to the winds and have loaded up their radio receivers with heavy power requirements thinking to improve them by the use of heavy power consuming tubes. The manufacturers of the *MERCURY SUPER TEN* have not forgotten that many people live where power is expensive, and that to many others electric power is not available. Such people must use a battery operated set and to them the *MERCURY SUPER TEN* should have a great appeal, if only based on its great economy of operation. No other radio set can be operated at so little cost!

The *MERCURY SUPER TEN* is especially adaptable to lamp socket power. Special lamp socket powerizers are available by which this great receiver can be operated practically at no maintenance cost at all, direct from the lamp socket without batteries or antenna or loop.

Operates very satisfactory on dry batteries. Eight cells connected in series parallel so as to deliver 6 volts will give approximately 60 hours service.

The Mercury Super Ten costs less to buy than any other receiver of anywhere near similar quality.

### DAYLIGHT RECEPTION

As Radio has become more and more firmly established as an indispensable part of the home equipment, those who spend most of their lives in their homes—the women, children and elderly people particularly, have looked to the radio as a means of entertainment not merely during the evening hours but during periods of relaxation in the daytime.

Very few indeed are the receivers which can be depended upon for "Daytime Radio." Most people who do not already own a *MERCURY SUPER TEN*, look upon radio receivers as apparatus that will not work except at night!

It is admitted, of course, that radio waves travel better at night, but that does not mean that radio cannot be received in the daytime! The *MERCURY SUPER TEN* shows its general superiority best in the daytime reception of Radio. When other receivers fail to "pull in" a single daytime signal, the *MERCURY SUPER TEN* can be strictly depended upon to give results.

For many years experts in the laboratories of the U. S. Bureau of Standards at Washington, U.S.A. endeavored to find a substitute for the Superheterodyne receiver. All kinds of circuits were

## THE STORY OF THE MERCURY SUPER TEN

---

submitted to them and in several instances the engineers there, believed that this or that arrangement was equal in performance to the Navy's crack "super" which was used for comparison. However, when receiving conditions were unfavorable or when daylight reception was attempted, the Superheterodyne was always the better performer and the more unfavorable were the conditions, the more pronounced was the superiority of the Superheterodyne. It has been thus demonstrated on the most unimpeachable authority that the Superheterodyne receiver is definitely superior on all round day to day performance; and it has been the experience of thousands of owners of *MERCURY SUPER TEN* Receivers spread all over Canada, that this compact and flexible little giant will do what no other receiver can ever attempt to do, "when the going is hard."

To relate our own experience with this product of our laboratories would not be convincing. We have therefore compiled a large volume of "evidence" supplied without any solicitation on our part, by hundreds of enthusiastic *MERCURY SUPER TEN* owners, situated all over the North American continent.

One owner away up near Dawson, in the Yukon, says "We can get reception here on the Loud Speaker during the endless day of the Arctic Summer, when ALL other sets fail to give forth the faintest sound of music, and in the Endless Night of our Winter, stations roll in from all over—New York, Miami Beach, Los Angeles, Mexico City, Honolulu, Australia, and even Japanese stations have been heard. We are over 1500 miles from the nearest Broadcast Station and must have a sensitive long range receiver."

Mr. Frank Mills of Carlyle, Sask., won the Grand Trophy prize for all Canada in the Summer reception tests, conducted by the journal "Radio" during the first week of June. He used a *MERCURY SUPER TEN* Receiver and logged 171 stations ranging in distance up to 1400 miles, all on Loud Speaker. His closest competitor logged only 70. In a subsequent letter to us, Mr. Mills states, that his business kept him from giving more than a short time each evening during the 7 days of the tests and even then many stations were heard from which, due to some vagary of transmission, could not be identified with accuracy in the limited time permissible during a test of this kind.

Mr. Frank E. Bramley, of Elrose, Sask., won the "First prize for the West" in the divisional section of the above contest. He also used a *MERCURY SUPER TEN*.

## THE STORY OF THE MERCURY SUPER TEN

---

An owner in Davenport, Iowa, U.S.A., says "The *MERCURY SUPER TEN* has them all beaten, I only wish we could buy this set conveniently on the U.S.A. market."

An Ontario owner located in a small town near Toronto reports hearing Melbourne, Australia, broadcasting stations, at four o'clock in the morning and on more than one occasion. Another near him receives Dallas at noon, while many in the Canadian West receive KOA Denver in the afternoon, a distance of 1600 miles; and as a further example of its range the Pacific Coast Stations are received by some *MERCURY SUPER TEN* owners in Nova Scotia during darkness. The Australian stations are often heard in the Canadian North West.

A *MERCURY SUPER TEN* owner in British Columbia, over the "Divide" and near the town of Vernon reports constant DAY-TIME reception of KDKA (Pittsburg) on Loud Speaker. We could go on citing many many more cases of similar nature which testify to the supreme satisfaction which the *MERCURY SUPER TEN* is giving to the many exacting owners who delight in the possession of a Radio Receiver that is a real "go-getter."

The Ideal Radio Receiver personified in the *MERCURY SUPER TEN* stands ready to serve day in and day out, night in and night out all the year around—in the city home, in the summer camp or in the far reaches of Canada's remotest frontier—doing better what others do well, doing well what others cannot do at all.

Read the following testimonials about this famous receiver, hear what "the man who owns one" thinks about it. Note the daylight reception records that so far have not been even approached by other types of receivers and remember The *MERCURY SUPER TEN* won the Silver Trophy in the recent All-Canadian Summer Reception Tests, competing against all comers, and winning 3 other prizes as well for proficiency. Four *MERCURY SUPER TEN* owners benefitted by this contest, staged by the trade journal "Radio" for the purpose of obtaining scientific data on Summer reception and not subsidized or in any way influenced by trade support.

In thousands of Canadian homes, the *MERCURY SUPER TEN* has become an institution as indispensable as the cook stove.

Get acquainted with this great receiver, and let Mercury "Winged Messenger of the Gods," bring to your fireside the Music of the Air, now and always.



LOOP REDUCES INTERFERENCE

Operators of Radio Receivers no matter where located, are doubtless aware of unfavorable receiving conditions that still exist owing to the "jamming" of the wave lengths, caused by the great number of broadcasting stations operating at the same time. This causes whistles and disturbing noises to be heard in all Radio Receivers.

The Federal Radio Commission have endeavored to remedy this congestion but so far their efforts have met with little success. We do not think that until broadcasters arrange to "split" time with stations close to their wave, that the conditions will improve.

We build for the *MERCURY SUPER TEN* two special Loops. One is a nicely designed solid walnut article in which both beauty and electrical qualities were the first consideration, and our endeavor has been to make it an attractive piece of furniture. This is the model "A" Loop. In the model "C" loop we have produced a very efficient Loop Aerial but of different type. It is fully collapsible and adjustable, of a pleasing design and finished in walnut.

We can assure customers and prospective buyers that with the use of our Loop Aerial in connection with the *MERCURY SUPER TEN*, that a great deal of the squealing and howling caused by the heterodyning stations can be eliminated, because a Loop Aerial being directional, receives only the station to which it is "pointed". As a consequence broadcasts that would be a chaotic mix-up on an outside antenna system can be cleared up to a marked degree.

The price of the model "A" Loop for .0005 condenser only, with cord and plug is..... \$20.00

The price of Model "C" Loop (collapsible) for either .0005 or 00035 condenser with cord and plug is..... \$12.00

(The .00035 condenser capacity loop is for use with sets other than the Mercury Super Ten.)

**SHORT WAVE RECEPTION**

At the time this is written, the *MERCURY SUPER TEN* is the only Receiver which is deliberately designed to provide its user with the facilities for "short wave" operation.

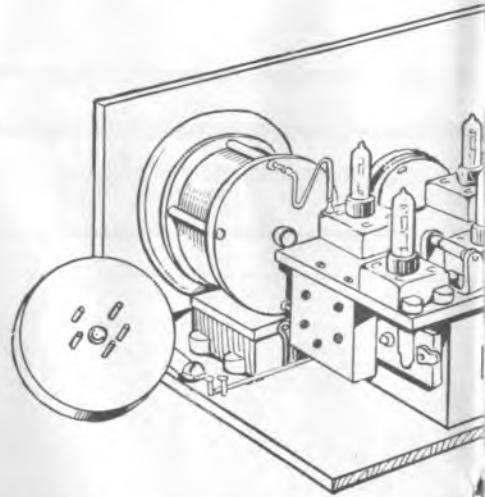
It may interest the prospective owner of a radio receiver to know some facts regarding the status of short wave broadcasting.

Just what are these short waves, and what may the radio listener hope to receive on these channels?

The "short waves," popularly so-called, are the broadcast channels lying between 15 meters and 100 meters, corresponding to transmission frequencies ranging from 2,000 to 30,000 kilocycles per second. Broadcasters are NOT free to use ALL these frequencies, some of which have been reserved for the special work of naval or other military services. However, from time to time certain channels are released to the broadcasters as the Governments concerned see fit. So that now there are four such stations in America (KDKA, WGY, WLW, and Fort Wayne,) that are in regular operation, and about six others that operate intermittently but with the announced intention of opening regular service in the near future.

All these stations are beyond the scope of ALL factory built radio receivers EXCEPT the *MERCURY SUPER TEN*.

Furthermore, in certain foreign Countries, short wave broadcasting stations are under development. In England one station (Chelmsford) has already been heard in America, and another in Australia has been received at several points in this hemisphere.



Back view of Assembled Mercury Super

## THE STORY OF THE MERCURY SUPER TEN

---

Short wave transmissions have some advantages and also some faults when compared with the better known transmissions on the 500—1500 k.c. band (200—600 meters).

One great advantage of the short wave is its tremendous carrying power. The short waves from KDKA's 25 k.w. transmitter have been received at the uttermost ends of the earth, while the 31 k.w. station operating as KDKA on 316 meters is in many cases inaudible at a distance of 500 miles.

Short waves below 40 meters transmit better in daytime than at night, and waves between 40 and 80 meters travel best in darkness. So, very often these stations change their wave length shortly

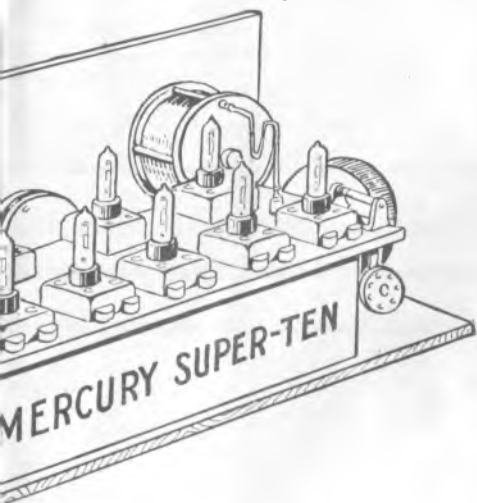
after sunset when great distances are to be bridged. For example KDKA transmits to England in daylight on about 29 meters wavelength while after darkness has covered the area between Pittsburg, Pa., and London, England, the waves around 68 meters are employed.

It would not be fair to discuss the short wave transmissions without making note of some inherent faults that this system involves.

For example, Engineers often, jokingly, refer to these high frequency transmissions as the "leaping lina waves," because the short wave will sometimes be heard in Australia at a moment when it is inaudible to a listener 50 miles from the

wave source in America. For this reason one cannot guarantee reception of short wave transmissions at any point, as the wave may LEAP OVER that point and land somewhere, thousands of miles farther along the great CIRCLE! Efforts are being made to plot the "skip distances" of short waves of various lengths but it is an enormous task that will take years to complete.

Furthermore, short waves "fade" badly in some localities, but



Ten Receiver Showing Removable Coils.

## THE STORY OF THE MERCURY SUPER TEN

---

are absolutely steady in their places, at the same time. The reasons for this fading are also being studied and with the "leaping" characteristic constitute a large part of the developmental study that must be completed before the use of these waves can become general.

One fact about short waves has been left to the last because of its importance to the radio listener; Important broadcasts of sport events, world news etc; are often inaudible to the listener who can only receive the standard broadcast waves. In such cases the *MERCURY SUPER TEN* owner can plug in on the short wave coils and receive these important transmissions with a clarity and freedom from static interference that is surprising. During the broadcast of the Dempsey-Sharkey boxing contest the atmospheric interference was very severe on the regular waves but the fortunate owners of *MERCURY SUPER TEN* receiver, who were equipped with short wave coils, report receiving the short wave transmission of this broadcast by KDKA with complete satisfaction. In the Yukon where there is continuous daylight during summer time, one of our Mercury's has been receiving KDKA, Pittsburg, and WGY, Schenectady, regularly with speaker volume on short waves.

Short wavelength coils are obtainable in any range from 9 to 190 meters.

Coil sets can be supplied on order as follows:

9 to 22 meters .....	pair	\$ 10.00
22 to 32 meters .....	pair	10.00
32 to 80 meters .....	pair	10.00
80 to 190 meters .....	pair	10.00

For wavelengths above 550 meters—coils have to be made to order.

On short wave reception it is not practical to use Loop aerial.

Sets or kits are supplied with two pair of coils, one covering the standard wavelength of 190 to 550 meters, the other 22-32 meters. The latter covers the wave lengths used by several foreign broadcasters, the most notable of which is 5 S W, Chelmsford on 24 meters.

## Mercury Console Speaker



### EXPONENTIAL TYPE—MODEL T

Height 36", width 22", Depth 19"

This console conforms to the Model D Mercury Receiver. It is very pleasing in design, differing from Model R as the DeLuxe cabinet differs from Model D. The type of speaker used is exactly the same, and the unit is identical with that supplied with model DeLuxe. The front is screened with silk and the finish genuine walnut.

Price ..... \$75.00

Room for Batteries or Electric Attachment

## THE STORY OF THE MERCURY SUPER TEN

---

### TESTIMONIALS FROM COAST TO COAST

Glace Bay, N.S.  
January 1st, 1927.

The H. M. Kipp Co., Ltd.  
447 Yonge Street,  
Toronto, Ont.

Dear Sir,

I received Mercury Super Ten O.K. and I must say without a word of exaggeration this little set is a wonder and is all that you claim of it. I am sorry that I did not take interest in this set long before now.

I am,  
Yours truly,  
F. J. Bourgeois.

Saint Andrews, N.B.  
February 2nd, 1926.

The H. M. Kipp Co., Ltd.  
447 Yonge Street,  
Toronto, Ont.

Gentlemen:—

Just a few lines to advise you of my reception of LOW at Buenos Aires, and OAX, Lima Peru. The static was quite heavy but we received Mexico City, Cuba, Porto Rico, Lima Peru at 12.44 Atlantic time and Buenos Aires at 12.35 Atlantic time. Both the South American stations came through on a Loud Speaker and were playing orchestral music. The announcements were in Spanish and English. As far as distance goes this was farther than European stations we received the night before, and came in a lot better.

In conclusion, I would like to say that the MERCURY is all you claim for it. I have been holding off saying this because when I make a statement, I want to be sure I can back it up. It is a wonderful D. X. Receiver, very selective and the tone which comes from my Loud Speaker when using the Loop aerial on "stations" up to 1000 miles is perfect. It is most economical in operation and a truly all round dependable receiver.

Wishing you every success,  
"Yours very truly"  
"F. J. A."

The H. M. Kipp Co., Ltd.  
447 Yonge Street,  
Toronto, Ont.

Centreville, N.B.  
February 16th, 1927.

Dear Sirs:—

I am getting the best results out of the set and people who hear it, say it is the best they have ever listened to. I want to keep it that way, it surely takes the lead here.

I may say it is very easy on tubes. I got the set a few weeks before Christmas 1925 and it has been on the go ever since, every night, and day after day yet the tubes are still going, don't see any change in them. I know of different sets here where they have to buy tubes all the time.

Trusting to hear from you,  
I am,  
C. H. Sullivan.

## THE STORY OF THE MERCURY SUPER TEN

---

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.

Dear Sirs:—

I am having very good satisfaction with the machine and enjoying programs etc., very much. Had music and sermons on loud speaker all day yesterday, which I have never been able to do on machines I have had before.

Dixville, Quebec,  
March 12th, 1927.

Yours very truly,  
W. B. Barker.

Danville, Quebec.

The H. M. Kipp Co., Limited,  
447 Yonge Street,  
Toronto, Ontario.  
Gentlemen:—

I must tell you what wonderful results I have had building a set from the parts furnished me through P. A. C.—of this town.

Your ten tube Superheterodyne is sure some outfit. I had never built a set before though I had tinkered about all kinds of sets for the last two years. They were all telling me that I wasn't picking on anything easy to start on and they were skeptical about the results. But it was real easy with the blue prints and instructions you furnished with the parts and in a few hours I had the set working.

I was really amazed the very first night at the ease of operation and the go-getting power and volume of this set on all stations. I have no outdoor antenna and I work the set on a loop most of the time or other make-shifts like bed springs etc., and I get most all broadcasting stations from the East Coast to Calgary, Alta., and other stations in line with Calgary westward, all on a loop (a homemade one at that) and loud speaker.

Everyone that "listens in" to the set can't help but be surprised and astonished at the performance of this tiny ten tube machine. My congratulations on your fine work in designing this set and making it so easy for the inexperienced to build and get real results from it.

I hope to sell a lot of these sets.

Yours truly,  
G. J. G.

Bancroft, Ontario.  
December 22nd, 1926.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.  
Gentlemen:—

We received the Mercury Super Ten Kit O.K. a few days ago. We have it assembled and it sure works fine. It really is the best set I have ever seen or heard. It works in the daytime with the same volume as at night. It is certainly a good set for advertising.

Kindly send us some of your booklets, The Story of The Mercury Super Ten.

Thanking you, and wishing you every success, we remain,

Yours very truly,  
Hubbel Bros.

251 Lake Street,  
Peterboro, Ont.,  
April 23rd, 1927.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.  
Dear Sirs:—

It might interest you to know that the MERCURY I bought last October has proven very satisfactory, a powerful selective set. I have on occasions succeeded in picking up KFWO Catalina Island, California, on the Loudspeaker.

Yours very truly,  
P. W. Woolgar.

## THE STORY OF THE MERCURY SUPER TEN

---

Narrow Lake,  
Hudson P.O., Ont.  
June 30th, 1927.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.

Gentlemen:—

Due to careful instructions I had no difficulty in assembling the kit and got CFRB Toronto within two seconds after starting to tune. Have not gone further south than St. Louis, 1200 miles away, but have had loud speaker reception from coast to coast when the air was good.

Saturday, June 25th I tuned in KFL, Los Angeles, a distance of 2800 miles, and held it from 11.20 to 1 a.m. when they signed off after announcing a Sunday program. This was on a loud speaker. Pretty good summer reception.

The width of the locating line on the dial will take me from clear reception of one station to clear reception of another. I made a horn of birchbark 7 feet in length with a bell 20 inches diameter. This is tapered with an in-curve that will give a diameter of three feet with a ten foot horn if I wish to increase its power. Could not ask for better tone quality. Believe it to be equal if not superior to a cone of the best type. I expect to be able to send you pictures of this, and in the meantime hope you will keep me posted on the working of other SUPER TENS in out of the way places like mine.

Yours truly,  
(Sgd.) A. L. Reading.

Port Arthur, Ont.  
October 30th, 1927.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.

Gentlemen:—

Received the Mercury Super Ten Kit the early part of last week and had it assembled the following afternoon.

We wish to say that this is the easiest Kit that it has ever been our experience to assemble and any beginner should be able to have it working in three hours time.

We finished it at 3 p.m. and immediately gave a trial on our bench and was agreeably surprised to hear WHO Des Moines, Iowa, immediately, and exploring further found three more stations but did not book them down. The most surprising part of the performance was that this reception was had when one of the best five tube sets on the market would not pick up a signal of any kind upstairs. From that time until last night we have experienced a week of very bad radio reception due to air noises and general interference but we have never yet tried the Mercury at any time, day or night, but what we have heard stations.

In the Mercury Super Ten you have a wonderful set which is well engineered and we will not hesitate to recommend it to anyone, no matter how much they know about Radio sets and no matter what their past experience has been, they are due to get a real thrill when they own a Mercury Super Ten.

Yours very truly,  
"The Radio Shop,"  
"M. Smith."

Kirkland Lake, Ont.  
November 21st, 1927.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.

Gentlemen:—

No doubt you would like to learn how the MERCURY SUPER TEN is performing in this district. I am getting more than I expected. Under fair weather conditions, stations come in most any part of the day using an inside aerial. Have been getting short wave reception when I could not pick up any signals from 200 to 550 meters.

Yours very truly,  
J. G. Kenty.



## Mercury Console Speaker DeLuxe



### EXPONENTIAL TYPE MODEL R

Height 39", Width 29", Depth 22"

This model is in Chippendale and corresponds to the MERCURY DE LUXE RECEIVER. The front is screened by a fine quality of gold silk cloth, and the entire console is built of solid walnut finely finished.

The tone chamber is of the Exponential type, 92 inches in length. This allows reproduction of base notes with clearness and volume, and a softness that can only be produced through the use of the long air column.

Price ..... \$95.00

Room for Batteries or Electric Attachment

## THE STORY OF THE MERCURY SUPER TEN

---

Miniota, Man.  
February 23rd, 1927.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.

Dear Sirs:—

We might say that we have logged since December 16th, 1926, 467 stations. We use four separate aerials from 120 feet to 20 feet, and through the day when local interference is practically nil, we join the four aerials by means of clips, etc., and obtain many distant stations through the day. We have heard Vancouver, Fort Worth and even Spokane. Also, on two different occasions we have heard 2 L.O. London, England. Both verified—5.58 p.m. and 7.23 p.m.

When speaking of daylight reception and stations referred to above, we mean between 11 a.m. and 2 p.m.

Yours very truly,  
North-Western Radio Sales.

Miniota, Man.  
December 9th, 1926.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont

Dear Sirs:—

THE MERCURY SUPER TEN has given us results beyond expectation. We have handled quite a number of Receivers but nothing to compare with the MERCURY SUPER TEN both in price and results attained. When you state that it is a sure daylight finder, you do not err. We were a little doubtful in this respect, until we tried it out, the following stations, all daylight and loudspeaker, with an 80 foot aerial (but find that the Loop gives us better satisfaction for night work) speaks for itself.

Wednesday, December 8th.	CJCA	1.45 p.m.	
KYW 12.55	850 miles	CFAF	1.05 p.m.
WOAW 1	700 miles	CJWC	1.03 p.m.
KFKX 10.30 a.m.		Thursday, December 9th.	
WHO 1.30 p.m.		KOA	1 p.m. 900 miles
KFJM 10.44 a.m.		KYW	12.20
WCCO 2.55 p.m.			1 p.m.
CHWC 1.20 p.m.		WOAW	1.05 p.m.
CKY 12.35 p.m.		KFNK	1.07 p.m.
WGN 1.26 p.m.	850 miles	WCCO	1.08 p.m.
WENR 1.35 p.m.		WHT	1.10 p.m. 800 miles

Yours truly,  
North West Radio Sales.

Box 351, Melfort, Sask.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.

Dear Sirs:—

Having purchased a kit of parts for a Mercury Super Ten from you last November I thought it would be of interest to you to know of the wonderful results I have been getting with same.

I have heard nearly all the American stations including Havana, Mexico City, Miami Beach, etc. Also 2 BL, Sydney, Australia, several times. You will find enclosed a letter of confirmation with the authentic stamp attached from same, which you may photograph if you wish and return original to me.

Yours truly,  
C. A. Bowden.

## Mercury Desk Console



### MODEL X

60 inch Exponential Speaker Supplied

Height 38", Width 30", Depth 15"

This model takes all batteries and is of the conventional desk type. When closed, makes a handsome piece of furniture. Walnut finish.

Price ..... \$75.00

(Without Radio Set)

## THE STORY OF THE MERCURY SUPER TEN

Copy of letter received from Broadcast Station at Sydney, Australia.  
BROADCASTERS (Sydney LIMITED)

Secretary's Office:	Cable Address: "Broadcast
Address Communications to Box 378	G.P.O. Sydney.
Secretary's Office:	Service Office:
6th Floor, Adyar House,	3rd Floor, 4 Bligh Street
Bligh Street.	(next Union Club)
Telephones B7571, 3 Lines	Cable Address: "Broadcast," Sydney
C. A. Bowden, Esq.,	8th February, 1927
Box 351, Melfort, Sask., Canada.	

Dear Sir:—

In response to your request of the 3rd ult., we have pleasure in informing you that the particulars given of your reception coincide with the matter broadcast from this station at the time stated.—Authentic Reception Stamp attached.

We take this opportunity of assuring you that it is of particular interest to us to hear from our Canadian friends and we trust that you will occasionally let us have reports on reception.

Yours cordially, BROADCASTERS (Sydney) LTD.

M. B. Howard, Atg. Secretary.

Richdale, Alta.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.

Dear Sirs:—

I received the MERCURY SUPER TEN on the 23rd of March but did not want to write to you about it until I had given it fair trial; this I have now done and must say that I am more than delighted with it, and do not think you sound half its praises in your advertising matter.

I have been using the SUPER TEN with an outdoor aerial since I received the outfit with splendid results. I have used the set for nearly four weeks and can speak from experience, when I say that the set will do all that you say that it will and more.

All who have seen the set admire it very much, both for its wonderful compactness and size; as it seems incredible that so much power can emanate from the set. Our piano and cabinet grand gramophone are having quite a rest now since we can get such wonderful results from the air through the means of the good old MERCURY SUPER TEN.

I am never tired of sounding its praises to the many people that have already called to see it; and if I can put any business your way I will be only too glad to do so. Again thanking you.

Yours most sincerely,

"J. G. C."

Stations Received with a "Mercury Super Ten" on Sunday, Nov. 7th, 1926  
at Brock, Sask. Weather cold, windy and snowing.

8.45 a.m. WOA W Omaha, Neb.	1.15 p.m. CHUC Saskatchewan, Sask.
9.30 a.m. CHCY Edmonton, Alta.	4.30 p.m. KFEQ Oaks, Neb.
700 miles.	4.32 p.m. WCB D Zion, Ill.
10.03 a.m. CJRM Moose Jaw, Sask.	1050 miles.
11.00 a.m. CFQC Saskatoon, Sask.	4.40 p.m. WHT Chicago, Ill.
11.15 a.m. CFAC Calgary, Alta.	1100 miles.
11.16 a.m. CJCA Edmonton, Alta.	4.45 p.m. CFCN Calgary, Alta.
1.13 p.m. KGW Portland, Ore.	4.47 p.m. CJWC Saskatoon, Sask.
800 miles.	4.50 p.m. KMA Shenandoah, Ia.

At this time static was increasing, and the following were received on Loop:

4.52 p.m. WHO Des Moines, Ia.	8.40 p.m. WCCO Minneapolis & St. Paul, Minn.
5.00 p.m. WLIB Chicago, Ill.	
5.15 p.m. WLS Chicago, Ill.	8.45 p.m. KMMJ Clay Centre, Neb.
6.27 p.m. KFNF Shenandoah, Iowa	8.51 p.m. KFAB Lincoln, Neb.
6.45 p.m. WDAF Kansas City, Miss.	8.55 p.m. WOK Homewood, Ill.
6.50 p.m. KOIL Council Bluffs, Ia.	10.14 p.m. WBAP Fort Worth, Tex.
6.51 p.m. KFQA St. Louis, Miss.	10.15 p.m. KFI Los Angeles, Cal.
7.00 p.m. WBBM Chicago, Ill.	1350 miles.

## THE STORY OF THE MERCURY SUPER TEN

7.00 p.m. WQS Chicago, Ill.	10.15 p.m. KTW Seattle, Wash.
7.26 p.m. WEBH Chicago, Ill.	10.27 p.m. KJR Seattle, Wash.
7.30 p.m. CKY Winnipeg, Man.	10.49 p.m. KEPY Spokane, Wash.
7.35 p.m. WOC (WIAF) Davenport Ia.	10.53 p.m. KSL Salt Lake City, Utah.
8.30 p.m. KGO Oakland, Cal.	11.05 p.m. KHQ Spokane, Wash.
8.31 p.m. WSUI Iowa City, Ia.	11.14 p.m. WSBC Chicago, Ill.

All these stations were received on the loud speaker with tremendous volume.

H. J. Burton, Brock, Sask.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.

Star City, January 11th, 1926.

Gentlemen:—

I have not written you since I received the MERCURY SUPER TEN, but might say she works the finest of them all. Picks up almost everything on the Continent. I have been handling a number this season and am sure if I had had a MERCURY sooner I could have placed a couple of dozen, as every one that has heard it thinks it is the best yet.

Yours very truly,

"W. N. T."

Copy of letter written to Australian Broadcasting Station by Mercury Super Ten owner.

Radio Station 2BL,  
Sydney Broadcastings Ltd.,  
Sydney, Australia.

February 21st, 1927.

Dear Sirs:—

On Sunday, February 26th, shortly before 5 o'clock a.m. Mountain Standard Time, I tuned in on a program broadcast from a station in Sydney, which I believe was 2BL.

If the programme emanated from your station I should be very pleased if you would verify my reception, and if not, would you please let me know what station it was that I picked up.

I first tuned in during an announcement; the announcer was saying something about a Norwegian Ballad, after which a young lady gave a long recitation. This was followed by an orchestra selection, "Pastoral Suite" from——. On the completion of the selection I heard the announcer say "The King" followed by the National Anthem by the orchestra. I was unable to hear all of the last announcement, but heard the words . . . Sydney, Australia, signing off until 7.15 tomorrow morning, Goodnight, G o o d n i g h t."

The musical selections came through well but the speech was blurred, more or less, and I was unable to get your call letters. Reception the previous evening had been good with the exception of considerable fading, which was also in evidence while I was listening to your station.

I was using the Mercury Super Ten Receiver, described in the enclosed booklet, using outside aerial and earphones. This is a very good receiver and if given half a chance will do all that is claimed for it.

Yours very truly,

H. A. de Veber.

## Mercury Consolette Exponential Speaker



MODEL S

Height 33", Width 19", Depth 14"

This pleasing design is intended as a stand or ornamental speaker. It has no space for batteries. The exponential Junior Speaker, 60" air column, is furnished. Tone is very rich and mellow, surpassing that of any ordinary cone or horn speaker. Made in walnut, finely finished.

Price ..... \$45.00

THE STORY OF THE MERCURY SUPER TEN

---

BROADCASTERS (Sydney) LIMITED

Address Communications to Box 373 G.P.O. Sydney

Secretary's Office:  
6th Floor, Adyar House,  
Bligh Street.  
Telephones B7571, 3 Lines.

Service Office:  
3rd Floor, 4 Bligh Street  
(next Union Club

Cable Address: "Broadcast," Sydney.

30th April, 1927.

H. A. de Veber, Esq.,  
Rocky Mountain House,  
Alberta, Canada.

Dear Sir:—

In reply to your letter of the 21st February, we are pleased to be able to acquaint you that it was our station to which you were listening and accordingly enclose our Authentic Reception Stamp.

We are always pleased to hear from our Canadian friends and hope that on some future occasion you will give us details of your reception.

Yours faithfully,  
BROADCASTERS (Sydney) LIMITED.  
M. B. Howard.

Lougheed, Alta.  
November 15th, 1927.

The H. M. Kipp Co., Limited,  
447 Yonge Street,  
Toronto, Ontario.

Dear Sirs:—

..... The night we demonstrated we took it over to a close neighbour that had an expensive set and we wished to compare the MERCURY SUPER TEN with this set on their aerial, knowing that no matter how poor the night, if we could compare reception with any other set on same aerial and ground that we could soon show the superiority of the MERCURY. We compared tone, volume, distance and speaker on same stations. Picked up stations that came in on MERCURY like locals and no other machine could get little from them. Finally we waited a time for the Australian stations, as everyone wanted us to. We got 4QG, 3LO, 2BL with quite a bit of static but enjoyable and while not perfect reception one cannot expect too much at a distance of eight thousand miles. Needless to say we sold the set without trouble.

M. COUGHLIN.

The H. M. Kipp Co., Ltd.  
447 Yonge Street,  
Toronto, Ontario.

February 1st, 1926.

Ravencourt Ranch, R.R. 1, Lumby, B.C.

Dear Sirs:—

It is practically a year since we first had our MERCURY SUPER TEN and thought that possibly you would like to hear of our results. We are more satisfied than ever after eleven months of constant radio, that we have a set which gives us the acme of radio reception and we

## THE STORY OF THE MERCURY SUPER TEN

---

have heard and tried a great many sets. The set seems to predominate in daylight reception, it is quite common to get noontime programs from San Francisco, 1500 miles, and on good days have had excellent concerts from KDKA Pittsburg, Pa., 2100 miles during the afternoon, with full Loud Speaker volume. I might say that usually the head phones hang on the wall week in and week out as the Speaker is used always.

Our battery consumption is hardly credited by other Radio fans. The 80 ampere hour battery is recharged between 6 and 8 weeks and we have never used it after the recharging point is reached. The two 45 volt batteries are the original ones we had eleven months ago and they are still up.

Wishing you every success in the future.

Yours very truly,  
"Melville H. C. Bevin"

Mayo Landing, Yukon Territory, Can.

The H. M. Kipp Co., Ltd.

November 16th, 1926.

447 Yonge Street,

Toronto, Ontario.

Gentlemen:—

You will be interested to know that we have had good radio weather lately, with a chance to try out our MERCURY sets on real DX. We are located in the Yukon Territory one hour west of the Pacific Coast and as far north as Greenland or Iceland. Our local station is KFQD at Anchorage, Alaska, 100 watts power at a distance of 500 miles overland. It comes in strongly with the Musicone; in fact we have not used the headset this season on any stations.

As a sample of reception, the night of the 9th we heard KDKA Pittsburg, several Chicago stations, KMOX St. Louis, WDAF Kansas City, KOA Denver, CZE Mexico, all San Diego, Los Angeles, San Francisco, Seattle and Vancouver stations as well as many others, KGU Honolulu, Hawaii, Anchorage Alaska, then at 1 a.m. had six Australian stations of which Brisbane and Sydney were coming very well on the Musicone as far as music was concerned. The announcing was a bit hazy but one cannot ask too much with eight thousand mile reception. The weather in Japan was not favourable that night as we did not pick up any of the Japs which we have had on other occasions.

There are four MERCURY sets around here and all are doing these things nightly. I have noticed that the MERCURY owners seem to radiate satisfaction which cannot be said for other set owners up here where we have nothing but DX.

Yours very truly,

A. K. Scheellinger



## New Type Exponential Speaker



Price \$30.00 with unit

Junior model \$25.00 with unit

Height 24", Width 19½", Depth 16"

This new type of loud speaker has recently been developed to meet the public's insistent demand for higher quality radio reproduction of the lowest musical registers.

This speaker gets its name from the mathematical theory upon which its construction is based. All students of mathematics are familiar with the so-called "Exponential series." The TAPER of the throat in these new "long-tone-travel" speakers is graded in accordance with mathematical laws involving the Exponential series.

When properly constructed in accordance with these laws, a speaker equipped with a suitable reproducing unit gives much finer quality reproduction than can be obtained from horns not built in accordance with exponential principles

THE STORY OF THE MERCURY SUPER TEN

---

January 25th, 1927.

The H. M. Kipp Co., Limited,  
447 Yonge Street,  
Toronto, Ontario.

Dear Sirs:—

This is the worst place in Canada to get reception. We have a wireless station two miles from here, and we sure have a time of it, but they are trying hard to do away with the disturbances. I have had good results so far, and have had WPG Atlantic City, on the East Southern California, and also stations in Texas on the south, KDKA Pittsburg, and lots of others. I have had over fifty stations and we are over 500 miles from the nearest broadcast.

(Sgd.) Geo. E. Welch,  
Box 559,

Prince Rupert, B.C.

(Mr. Welch purchased this set in kit form and had it assembled).

Bamfield, B.C.

April 21st, 1927

The H. M. Kipp Co., Ltd.  
447 Yonge Street,  
Toronto, Ontario.

Dear Sirs:—

The set is performing well. It sure has tremendous volume. Our best distance so far has been San Antonio, Texas, with good volume on the Speaker. We have heard Australia but the static was bad and the stations (two) were weak.

T. Westhead.

Forty-Mile, Y.T.,  
August 25th, 1927.

The H. M. Kipp Co., Ltd.,  
447 Yonge Street,  
Toronto, Ont.

Sirs:--

I safely received the complete kit and accessories as ordered. Although I had never seen or heard a radio before I was able, with the help of your instructions, to put the set in working order and obtain the following results:

For aerial I am using a flag pole about 30 feet high above ground. I get nearly all coast stations regularly, 2,500 to 3,000 miles away. I also get Salt Lake City, Chicago and KDKA. If I stay up after midnight I generally get 3LO Melbourne (Australia) also Brisbane and I got Sydney so clear that I could have taken down every word given, the reception was every bit as clear as from Seattle or San Francisco. I can assure you I got quite a surprise when I heard market quotations given in shillings and pence, especially when I realized that there was some ten thousand miles separating me from the man speaking. All the above results were obtained on the loudspeaker with plenty of volume.

Yours truly,

(Sgd ) J. E. Ellis.

## PRICE LIST

MERCURY SUPER TEN KIT, less cabinet, tubes and accessories but including two pair coils, 190-550 meters and 22-32 meters .....	\$ 115.00
MERCURY SUPER TEN, assembled in DeLuxe cabinet, without tubes and accessories but including two pair coils, 190-550 meters and 22-32 meters .....	175.00
MERCURY SUPER TEN, assembled in model "H" cabinet without tubes and accessories but including two pair coils, 190-550 meters and 22-32 meters .....	160.00
MERCURY SUPER TEN cabinet DeLuxe, Renaissance style solid walnut .....	30.00
MERCURY SUPER TEN, model "H", walnut finish.....	15.00
MERCURY MODEL "A" Loop, solid walnut .....	20.00
MERCURY MODEL "C" Loop walnut finish .....	12.00
MERCURY Storage "A" Battery—90 ampere .....	13.50
MERCURY SUPER TEN Tuning Coils for any wave length up to 1,000 meters, per pair .....	10.00
MERCURY SUPER TEN Illuminated Dials extra .....	6.50
Peanut Tubes (at time of going to press) each .....	2.50
"B" Battery, service style, each .....	4.75
"B" Battery, large DeLuxe style, each .....	5.50

These cancel all previous prices

All Prices are F.O.B. Factory, Toronto, and subject to change without notice.

## GUARANTEE

ALL MERCURY SUPER TEN Radio Receivers and Kits 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.

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.

## "A" and "B" Batteries



MERCURY 6 VOLT STORAGE  
"A" BATTERY

90 Amperes capacity. Built specially for Mercury Radios and guaranteed for one year.

Price ..... \$13.50



DE LUXE TYPE 48 VOLT  
"B" BATTERY

Dimension 8" long, 4" wide  $7\frac{1}{2}$ " high, capacity 3000 M.A.H.

Price ..... \$5.50

## Mercury Vertical Aerial

Clear and uninterrupted signals from the broadcasting station to your set, results in enjoyable reception. The old type aerial has had its day. Science proves that VERTICAL wires, strung taut are 25% more efficient.

### Advantages—

Stronger signals. Non-directional. Erected anywhere, high as you like above interference

BAKELITE INSULATED, and good to look at.



Ready to Erect