

Mercury—how you get more growl, bark & woof from your amps!

(Damn those dawgs!)

More rabid comments about Merc...

- “After a few years and tons of different transformer companies I had all but given up on finding the transformer set that gave me the right sound. I had prototypes of GREAT AMPS sitting on shelves because they just wouldn't belt out that certain 'sparkle' and 'grind' when driven that I was looking for. One call to **Mercury Magnetics** and I was hooked! Their transformers literally made the prototypes come to life and start kicking some major butt!!! All I can say is that your slogan 'the heart and soul of your amp' is correct, and ours is beating loud, proud, and oh so strong!”—**Nick Greer, Greer Amplification**
- “I've turned into a believer... no amp of mine will go without a **Mercury** upgrade. I swear to be a complete nuisance to all the Louisville area music stores to recommend this upgrade.”—**Eric Tripton**
- “Could you have come up with a more tasteless, tacky or humorless ad? 'Read this or Tuffy gets it!' Why would you think ANYONE would find this clever, cute or funny? What's on for next month—burning down a nursing home if we don't read the ad; beating an elderly lady with a club if we don't read the ad [blah, blah, blah, blah]...?”—**Doug Bridges**
- “If you want tone that gives you a bone, get yourself a **Mercury ToneClone!**”—**Hal Petcher, Guitronics**
- “When I hit that first note, all I could say was WOW! I was grinning from ear to ear. I cannot believe what a profound difference in the sound. All of the harshness and brittleness is gone. It has gone from a good amp to a great amp. If I ever need replacement transformers in the future, I will definitely get them from you. Thank you again for making such a wonderful product.”—**Bob Peshek**

Did You Know #17:

Paper vs. Nylon Bobbins

Fiction: Transformers made to look vintage with **paper tube bobbins** (PTBs) somehow have better vintage tone than those using nylon.

Fact: It's propaganda. PTBs were used in the early years of transformers *only* because they were the cheapest material available. Back then tone, consistency and long term reliability usually took a back seat to meeting a low budget. This remains true today. If the issue of using PTBs for the sake of sounding more vintage was that simple then sporting a set of sideburns like Elvis should give you the ability to sing like him. Impersonators/imitators rarely scratch below the surface to find the heart and soul of what advances art and science.

Mercury's mission of providing you with the finest sounding transformers on the planet could never be achieved by peddling junk science, myth, voodoo, or any form of unqualified opinion. The bottom line is that under close scrutiny PTBs fell short of our tonal expectations—not to mention the valued opinions and advice we've received from the finest players, recording artists, technicians and engineers of the past fifty years—the best ears in the business.

Let's leave the question of paper or plastic to the box boy at your local grocery store. At **Mercury** we combine the best of what tradition has to offer with the best of today's technology—and of course plenty of hindsight to boot. If you love music as much as we do, then you won't settle for anything less than a set of **Mercs** in your amp—the best in tone without compromise.

—**Sergio Hamernik, Mercury Magnetics**

Unlock your amp's full sonic potential with Mercury!

WIN this Fender '57 Twin-Amp!

Here's how to enter!

- Simply create a list of:
1. Your 5 favorite albums of all time.
 2. Your 5 favorite guitar players of all time.
 3. The famous guitarist who recently reunited one of the greatest blues-rock bands of all time (and who coincidentally plays two **Fender '57 Twin-Amps** at the performances).

Send your list, along with your contact information (mailing address, phone number, and email address) to:

Mercury Magnetics Or, via email to Contest@MercuryMagnetics.com.
9167 Independence Ave. Or, visit our website and fill out the online form
Chatsworth, CA 91311 (no phone calls or faxes, please).



A boutique amp from Fender??!

When **Fender** set out to build a no compromise hand-built amp they did it right. This all-tube, hand-wired combo rolls back the clock and does it the old way—meticulously following the original circuitry, recipes and materials wherever possible. Naturally, **Fender** came to **Mercury** for our top-of-the-line transformers. Sergio Hamernik and crew worked directly with **Fender's** engineers whose “spare no expense, no holds barred” approach helped us to create the best-sounding transformers money could buy. The **Twin** nails **Fender's** tone so well that many top players have added it to their on-stage arsenals. The '57 **Twin-Amp's** harmonically rich clean tones are perfect for a broad spectrum of music styles. We're very proud to have been part of this exclusive built in the USA project for **Fender**.

Mercury Magnetics™ offers you 3 great ways to upgrade, restore or repair your amps:

- 1 **ToneClone™**—Best-of-breed transformer designs unearthed by our **Mercury Vintage™** rewinding division and blueprinted from the most coveted amps of the world's greatest players!
- 2 **Axiom®**—Golden-voiced, tonally enhanced next-generation trannies for the *ultimate* in tonal depth and color.
- 3 **Mercury Vintage™**—Vintage transformer restorations and rewinds. We carefully dissect, study and blueprint your original and then rebuild it to those exact specs—while maintaining the vintage look. You won't find another service that can offer you our expertise or quality—*anywhere!*

www.MercuryMagnetics.com

“Mercury Magnetics makes the best sounding, most accurate and most reliable clone transformers on the planet.”
The ToneQuest Report

The **ONLY** trannies that come with a **10 Year Warranty & money back Tonal Guarantee!**
All of our products are 100% designed & handmade by us in Southern California, USA.

Attention Guitar Amp Techs! **Mercury Magnetics™** is actively building a worldwide referral **Service & Support Network** to help players with their transformer needs. Our program includes customer referrals, special discounts, technical assistance, and fast-track support. If you provide guitar amplifier repairs or service and are interested in support from the **Mercury Magnetics™** team, call us today.

The Heart & Soul of Your Amp
Mercury
MAGNETICS™

For questions or to place an order call or email Paul Patronete today!
(818) 998-7791
Paul@MercuryMagnetics.com

The industry leader in guitar amplifier transformers Est. 1954

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More iron?! You must be a big tipppa.

