



**NEW!**  
Valve Jr.  
Head kit  
version!

Export voltages available, call for details

## Transformer PROJECT KIT

Ever wonder how much more alive an amp could sound if someone would just fix its damned magnetics?

(Here's your chance to *discover* the absolutely astounding difference.)

A few months ago our engineers were asked to create a simple demonstration: Take a bare-bones tube amp and showcase the sonic qualities of properly designed vs. generic transformers. What started out as just an educational demo ended up radically overhauling the industry's understanding of the source of guitar amp tone. Here in Los Angeles, where the first *Mercury Mod Valve Juniors* were created, word spread like wildfire. And we've been overwhelmed by requests. Literally everyone who hears the *Mercury Mod* wants it!

Now, for the price of a good pedal, you can conduct your own experiment. Our kit includes everything you need except the \$100-\$124 (street price) amp, to mod your own *Valve Jr.* The kit even includes simplified, full color illustrated and photographic step-by-step instructions to guide you through the process.

Call now to order your kit—or for more info, please visit our website.



### Win this boutique amp by Fender!

Fender rolled back the clock to the '50s for this special project—an all-tube, hand-wired '57 *Twin-Amp* combo. Naturally *Mercury* was selected for our top-of-the-line, most accurate and consistently reliable magnetics. We're extremely proud to have been part of this exclusive built-in-the-USA project for *Fender*.

To enter, simply create a list of: 1. Your all-time *five* favorite albums; 2. Your all-time *five* favorite guitar players, and; 3. The guitarist who recently reunited with one of the greatest blues-rock bands of all time. Send your lists, along with your contact info (mailing address, phone number, and email address) to: **Mercury Magnetics**, 9167 Independence Ave., Chatsworth, CA 91311. Or, via email to [Contest@MercuryMagnetics.com](mailto:Contest@MercuryMagnetics.com). Or, the easiest way, just visit our website and fill out the online form. (No phone calls or faxes, please.)

Don't read this #19:

## The Power Transformer— Your missing link to better tone?

Many people, including more than a few amp techs, have the mistaken belief that when it comes to a *power transformer*, "volts-is-volts," and upgrading a *PT* won't have much of an effect on a guitar amplifier's overall tone. *Not so! My tone transmogrifying tweakers!*

The audio circuitry of your amp is completely dependent on the quality of its power supply. The very first component in this food-chain-of-tone is the *power transformer*. It makes the necessary connection between your amp and the power company. How it behaves sets the standard for your amp's performance. The *PT* has a profound affect on your amp's sonic characteristics especially its ability to handle musical dynamics. What this means to you is crisper note attack, better note separation, and added sparkle in the upper mids and treble frequencies. And keep in mind that with a properly-designed *power transformer* you'll hear all-around higher definition with the amp's clean and dirty tones.

Do not assume that all amp manufacturers know this, or that they have provided your amp with the best possible transformers (unless they are already equipped with *Mercurys!*). Instead you might just be stuck with low-cost, short-cut transformers. Remember, there are dozens of ways of building cheap transformers to meet certain voltage values but they all fall short of giving your amp the best musical qualities—that's the magic of **Mercury Magnetics!**

Which turns you on more? A tranny built only to please a volt meter—or one that maximizes the sonic potential of your amp? You no longer need to be a victim of the sonically-challenged. It's time to liberate your amp with the only guitar amp transformers actually designed for better sound—**Mercury Magnetics.**

—Sergio Hamernik, *Mercury Magnetics*



Unlock your amp's full  
sonic potential with Mercury!

## More Raves about Mercury... music to your ears

"I installed your output transformer in my '71 Marshall small box 50 watt. Pretty frikkin' ridiculous. Fat. The amp is magic now. Best it's ever sounded."—**Peter Stroud, Sheryl Crow**

"**Mercury Magnetics** is the only transformer company we have worked with that meets the level of tone, feel and performance that we demand from a transformer. If only the best will do and you want the best tone you can possibly get—call **Mercury** today."—**Trace Davis, Voodoo Amplification**

"What an amazing sound. What a great frequency response! This amp is now going to be enjoyed not only by the kid who bought it, but by all his 'rocker' friends who come to listen and play."—**Ed Diniz, EFX Electronics**

"I finally installed the upgrade transformer I had purchased from you for my low-power Twin clone. Wow! I couldn't believe the difference. It brought the amp alive. I now know what good iron can do for an amp and will not sell myself short again. Also, thank you for your time with answering my questions. I will order all of my transformers from you for my future projects."—**David Miller**

**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. 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. Literally, *the best-sounding* guitar amp magnetics ever developed.
- 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 this expertise or quality—*anywhere!*

[www.MercuryMagnetics.com](http://www.MercuryMagnetics.com)

"Mercury Magnetics makes the best sounding, most accurate and most reliable clone transformers on the planet."

**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!

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Paul@MercuryMagnetics.com

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