

When my amp tone leaves me with that not-so-fresh feeling... I reach for a **Mercury** upgrade—everytime!



(Dirty and nasty can still be as fresh as your clean.)



Hey Kids!
Win this really neat
Fender '57 Deluxe
for keepies!

WIN THIS FENDER— '57 Deluxe

Fender's newest boutique amp!

The '57 Deluxe is the latest from Fender's prestigious *Custom Series* of all-tube amps—all hand-wired circuitry, with premium components and **Mercurys**, of course!

"We are really proud to be giving discerning guitarists and tube amp enthusiasts what they've been asking for," says *Shane Nicholas* of Fender. "This is such a soulful, timeless amp, so we took great pains to nail the perfect sound and vibe."

What you get: Original late '50s hand-wired 12-watt 5E3 circuit. One of the most touch-sensitive, dynamic amps of all time; manageable volume level for studio or small venue; natural compression adds sustain, even at clean settings; factory-equipped with custom-designed **Mercury transformers**; **Jensen P-12Q Alnico** speaker. Handmade at the **Fender** factory in Corona, California, U.S.A., yeah!

Here's how to enter the **FREE** giveaway—

Entering the '57 Deluxe Amp giveaway is simple and easy (and there's **nothing to buy!**)—just let us know, in 200 words or less, "What I'd do for a **Mercury Upgrade**." Then, send us your submission along with your name, mailing address, phone number, and email address (if available).

Enter online, the fastest way, it'll only take you a couple of minutes.

1. **Online**—Visit www.MercuryMagnetics.com and follow prompts.
2. **Email**—Contest@MercuryMagnetics.com.
3. **Mail**—Mercury Magnetics, 9167 Independence Ave., Chatsworth, CA 91311.

The rules (well, some of them): Retail value: \$2,569.99. The winner will be selected by **Mercury**. One entry per person (multiple different entries will be accepted). The winner must be able to accept shipment within the continental USA. For a complete contest rules and deadline information, see our website.



Mercury Raves of the Month

"If you want something super cool, forget new tubes, or a speaker. Put **Mercury transformers** in it. WOW!"

—Jimmy Polk

"What a difference! I had read about how a miss-matched output *transformer* would really hurt the tone on a *Champ* but this was the proverbial lifting of the blanket from over the speaker."—**Mathew Fitzwilliam**

"Your replacement *transformers* are so good, I almost hope my vintage ones blow!"—**Mike P. Mullen**

"I just had to drop a line to tell you how awesome the amp sounds now with the *upgrade*. I liked the amp before the change, but after the change all of the chime and sparkle as well as the ability to get great tones at all volume levels is now there."—**Ken Bates**

"It's like a muffler has been taken off the speaker. The overtones in this amp are spot on. After replacing all the *transformers* in this thing it finally sings like it should."—**Ev Southwick**

"There aren't too many nicer old *Deluxe* tweeds than mine and I knew you guys were the only choice when I needed a *rewind*. Thanks again for the great service."—**Mike Manning**

"I just put an **Axiom** output *transformer* in my AC15 reissue, and I want to tell you how good it sounds. Awesome, in fact. I always liked the sound of the amp, but the tone has a lot more dimension now. Good work, guys."—**Paul Menser**

"And to think, I was about to sell this *Marshall* head before going with this killer upgrade."—**Robert Udell**

Mercury offers you **5** ways to upgrade, restore, repair or build your amps!

1. **ToneClone® Series** best-of-breed transformers
2. **Radiospares® Series** original Marshall- and Vox-style transformers
3. **Axiom® Series** next-gen transformers
4. **Mercury Vintage™** transformer restoration and repair service
5. **Custom Shop** experimental and made-to-order transformer designs



Whaddyamean just a glass of water?!!

Who is Knucklehead Smiff?

www.MercuryMagnetics.com

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



The **ONLY** trannys that come with a 10 Year Warranty & Money Back Tonal Guarantee!
All of our products are 100% designed & handmade by us right here in good ol' California, USA.

SURGEON GENERAL'S WARNING: The major contributor to any tube amp's characteristic sound is the unique design of its transformers. As amp designers, techs and manufacturers are discovering, the old practice of dumping generic, low-bidder transformers into their amps is death to tone. Today's players are more informed and more demanding. They hear the difference and know that both transformer design and build-quality play key roles in shaping their tone.



Call or email Paul or Patrick today!

(818) 998-7791

Info@MercuryMagnetics.com

Players who know tone insist on Mercury transformers Est. 1954

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