

What's cookin' at Mercury?

- ★ Fender Champ "600" NEW Upgrade Kit!
- ★ NEW Multi-Choke!
- ★ Plus NEW ToneClone, Radiospares, and Axiom designs added every week!

CALL NOW—OR SEE OUR WEBSITE FOR MORE INFORMATION!

"If she knew the amps had Mercurys, she'd have taken them, too!"

Attention Amp Techs and Designers: **The Multi-Choke!** **NEW!**

It's the easy way to find the best choke for your amp's tone!
Visit our website for more information!



Raves of the Month

"Your products and service are second to none. Thank you, thank you, thank you."
—George Metropoulos, www.MetroAmps.com

"Mercury Magnetics are the ONLY transformers I will use in an amp!"
—Charles Powers, *Guitar CPR (Fairmont, WV)*

"Mercury deserves the Nobel Prize! It made my JCM800 everything it was supposed to be! It's one of the coolest things that's ever happened to me."
—Art Green

"One of my favorite amps was a modded Marshall 1987 at the Mercury Magnetics room. The guy there said it was modded and they are thinking about selling the mod kits—that was one of the best Marshalls I've ever heard."
—TheGearPage.net entry, LA Amp Show 2007

"Per pound and decibel I can't think of a better place to put money than in Mercury transformers in today's economy! We figured that per pound Mercury's are a better value than the rate of gold. Dude, you rock!"
—Joel Wheeler, www.ElectricAmp.com

"My client was floored by the sonic changes in his reissue. He left the shop with a s-eating grin! Super transformers, but you know that!"
—Andrew Bell, *Bell Audio Lab*

"I installed your Supro output transformer the other day. Man, I'm really impressed with the sound improvement! I don't really know exactly what I was expecting. The Mercury definitely sounded BETTER! Overall I think the amp responded better when you really hit the strings hard and the breakup had more definition and clarity. A little bit more output too. It really was the same sound, just better!"
—Sal Richichi

"I love Mercury Magnetics' prompt service and fantastic support as much as their toneful products!"
—Andrew Bishop

"If an amp builder has low self-esteem, it seems more likely he will choose generic transformers for his product. He thinks of his amp in the same way he thinks of himself, not deserving of the best. In both situations, the customer loses."
—Roy Blankenship, www.BlankenshipAmps.com

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WIN! This Mojave Coyote Stack!

And now for something completely different...

Mercury's latest giveaway from our friends at Mojave Ampworks!

Win this Coyote, with matching Alnico Blue 2x12 cab—and trannys by Mercury (of course!). The Coyote is one of the most unique and original handmade boutique amplifiers available. To win, all you've got to do is visit our website, click on the "Mojave Coyote Giveaway" button and answer a few simple questions. That's it. There's nothing to buy.

To find out more about the Coyote, or enter the contest visit Mercury's website today!

Value: \$2,898.99. For a complete contest rules and deadline information, see our website.



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

1. **ToneClone Series** best-of-breed vintage guitar amp transformer designs. **ToneClones** represent Mercury's three-decade exhaustive search for ONLY the crème de la crème of all guitar amp tone.
2. **Radiospares Series** original Marshall- and Vox-style transformers. If you crave the tone that sparked the British Invasion of the '60s—this is it!
3. **Axiom Series** transformers that rewrite the rulebook on amplified guitar tone. **Axioms** are the next-generation of guitar amp tone. If vintage is "black & white," then **Axioms** are "Technicolor"—with amazing new levels of bloom and sparkle.
4. **Mercury Vintage** legendary transformer restoration and repair service. The benchmark of the industry. Your vintage transformers are valuable!
5. **Custom Shop** experimental and made-to-order MI transformer designs.

I would have left ya and taken the amps!



www.MercuryMagnetics.com

The ONLY transformers 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.

GENERAL SERGIO'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.

The Heart & Soul of Your Amp
Mercury
MAGNETICS

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

Pssst! Looking for our Mercury Upgrade Kits for your Fender Champ "600" or Epiphone Valve Jr.? See our color ad elsewhere in VG mag!

