

Big Merc: "You're dreamin' big!"  
Dinky: "I want to sound like you!"

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Where it all begins...



THE essential **Building Blocks** of YOUR

**TONE**

# Raves of the Month

**Amp upgraded: Marshall DSL 401**  
"I received my power tranny today for that DSL 401 Marshall combo. Slapped that be-yotch in there and—WHEW! Oh Man! Did anybody ever tell you guys that you rule! Without the thing even being broken in it's already sounding better. It's quieter. There's no hiss. And all of that other background white noise and other stuff that was going on back there is gone. It's just awesome! What can I say? I'm stoked! Thanks again, I really appreciate all of your help and the great products that you make."—**Dave Dixon**



**Amp upgraded: Vox AC30cc**  
"I've spent 30+ years developing my playing style to accommodate the flat spots on the fret board or harsh tones from an amp which apparently has resulted in an (in bondage) approach to playing. I never would have guessed that this could be corrected with a Mercury output transformer. In many aspects of playing I have been liberated. Thanks to all at Mercury."—**Joe St. Onge**

**Amp upgraded: Peavey Windsor**  
"I've been on the search for stellar guitar tone since I first laid my hands on a guitar amplifier. After being unsatisfied

**Mercury Vintage**  
AUDIO TRANSFORMER BLUEPRINTING & RESTORATIONS  
Mercury will restore, rebuild or rewind your amp's valuable original transformers. Or, we can clone your originals so that you can continue to play your amp without fear of losing your tone or other pending disasters.

with my first tube amp I had the tubes changed, bias circuit modded, E.Q. points moved and components swapped. It was better, but it still fell short of my expectations. I read about Mercury transformers on the internet and opted to have a custom output transformer and choke put in my lack-luster amplifier. I couldn't believe it was the same amplifier. The tonality was more open, the note definition was vastly improved. Since that day, I have planned to install Mercury output transformers in every one of my tube amplifiers. I would recommend Mercury products to any person who is serious about their tone. Again, thank you for your great products."—**Gregory Tomao**



**CONTEST UPDATE!**  
We'd like to extend a big ol' THANK YOU to all who submitted suggestions to our Win a Mercury Upgrade Kit Contest. We were overwhelmed by your thoughtful and sincere responses. There were so many helpful suggestions that we expect to award several Mercury Upgrade Kits! The results are being tabulated and will be announced on our website.

**Amp upgraded: Mesa Triple Rectifier**  
"This thing sounds awesome!! I liked my amp before this, but I don't think there is any way I could play a stock MESA now. There is such a musical purity to the brutal force coming from my cab, that it is neither tiring nor distracting to listen to; rather it is a sensational, loud, perfectly tuned machine. To have an amp sound this amazing is worth all the work and money. Mercury has a reputation and you live up to every word of it. I will FIND more ways to keep using your products!"—**Ryan McIntyre**



1954-2009  
**Mercury Celebrates 55 years!**

In your quest for the real deal in tube amp tone it all begins (or ends) with your transformers. There's no around or substitute—your amps need premium grade transformers to achieve their full potential. Mercury takes you above and beyond the typically bland sounds of stock transformers. Mercurys are designed exclusively for their unique guitar tone characteristics. That's why when you listen to a Mercury-equipped amp it's so easy to understand why they're the "secret ingredient" in today's most sought-after amps. Simply put no other component will give your amp a more fundamental and profound improvement than a Mercury upgrade. Upgrading to Mercury hand-tuned transformers has never been easier. To find out more give Mercury's friendly and knowledgeable customer service guys a call. Need installation help? No problem, we can also recommend amp techs in your area.



**Amp upgraded: Laney LC15**  
"I used to think the Mercury claims of reduced ear fatigue using Axiom transformers were stretching it a bit, but now I can crank the amp way up with no cringe factor and no ringing later on—best upgrade I've ever made!"—**Geoff Borro**



The Heart & Soul of Your Amp  
**Mercury MAGNETICS**

[www.MercuryMagnetics.com](http://www.MercuryMagnetics.com)  
Players who know tone insist on Mercury transformers Est. 1954

Mercury transformers, 100% designed and handmade by us right here in sunny Los Angeles, California, USA. The ONLY transformers with a Money-Back Tone Guarantee plus a 10 Year Warranty!

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

Call or email Paul or Patrick today!  
**(818) 998-7791**

Passit! Looking for Mercury Upgrade Kits and transformer demonstration amp kits? See our color ad elsewhere in this issue of VG mag!