

# What's at the heart of your amp?

Make your amp "the one" with a **Mercury upgrade!**



Want real vintage Marshall tone? You'll get it with the help of Mercury's outstanding selection of transformer upgrades!

Imagine if your personal amps rivaled the best-sounding amps ever made

"If you want something super cool, forget new tubes, or a speaker. Put **Mercury transformers** in your amp. WOW!"—Jimmy Polk

"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

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

"After purchasing and listening to all the **transformers** from every manufacturer I could find, I've arrived at the conclusion that **Mercury** is the ONLY game around. The guys at **Mercury** are musicians, connoisseurs, enthusiasts, great players and they actually know what *great tone* is. They've taken the time to research almost every great-sounding amp throughout history and carefully document not only the construction and components, but also the behaviors of all of our favorite amp **transformers** so that they can reproduce them accurately and consistently. They can even go way beyond that with their **Axiom** line of *trannys*. This is what you pay for with **Mercury** and in my humble opinion, it's a bargain."—Dan Boul [www.65amps.com](http://www.65amps.com)

With a little help from your amp tech and a **Mercury upgrade**, you can turn almost any mediocre amp into a great one!

"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



Restoring your AC30 Reissue to its original glory? Talk to us about our transformer **upgrade sets!**

What if you could line up and play hundreds of "identical" amps until you found the pick of the litter?

"WOW! My skill as a guitar player is pretty limited, but even I could tell not only the tone difference but how the amp now seems much more sensitive to touch. Stock it was also kind of muddy and that certainly is not the case now. I don't know all the terms with

regard to describing tone, but I do know it sounds balanced and really great to my ears."

—Rick Hamlin

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

—Robert Udell

Transform your **uninteresting amp** into a force to reckon with. Get a **Mercury upgrade**

Check this out: For three decades **Mercury** has scoured the planet to locate *THE* amps with *THE TONE*. Our mission was to analyze the most soulful and sought-after amps of all time. And, we succeeded!

You see, the *buried treasure* in the most legendary amps is their **transformers!** In order to "clone the tone" of those amps, we had to discover how their **transformers** produced those great sounds, and then duplicate (not emulate!) all of their characteristics in our labs.

Thanks to the generosity of playing legends, top collectors and amp aficionados, we were able analyze their hand-picked, personal favorites. This monumental task has required years of culling through literally mountains of amps to find *THE ONE* (or two, or three) of each amp model to clone!

The result? **Mercury's ToneClone, Radiospares** and **Axiom** series of guitar amp **transformers**. Now you can cherry-pick your tone from the best-of-the-best amps in the world! With a **Mercury upgrade**, you're getting without question or compromise, the best-sounding **transformer** designs ever produced! From clones of one-of-a-kind "happy accidents" to *best-of-breed* vintage—there's absolutely nothing generic or ordinary about them.

At last, getting the tone you've been searching for is no longer hit-'n-miss, mysterious or even difficult. With a new **Mercury upgrade** you'll nail it! If you're looking to match a specific tone, or just want to hear how amazing your amp will sound with the right **transformers**, give your amp tech or the folks at **Mercury** a call.



No matter what kind of tube-based amp you own **Mercury** has anywhere from one to several exceptional tone **upgrades** for you to choose from.

Fender Deluxe transformer **upgrade sets**—an insane number of tonal choices to choose from!