

## What you need to know about the **transformer** connection to great guitar amp tone.

**Question:** Which components have the single-most dramatic effect on a tube-amp's tone? Its tubes, speakers or **transformers**?

**Answer:** Surprisingly, an amp's **transformers** are the actual backbone of any tube-based guitar amp's tone. If you are not happy with your amp, or just want to make it sound a whole lot better, start by upgrading its **transformers**. Premium-quality **transformers** should always be the foundation of any **upgrade**, repair, restoration or mod.



**Question:** Why are some amps more inspiring to play than others?

**Answer:** There is a phenomenon known as "ear fatigue." It is caused by unmusical, muddy and confused tone. With tube-based amps, low-quality **transformers** are one of the main causes of ear (and listener) fatigue. Remember, only quality **transformers** can generate the kind of tone that inspires you to play and practice more.



**Question:** I've been told that ordinary **transformers** sound just as good as premium units.

**Answer:** Even at their best, cheap **transformers** barely mimic the tone of the great old amps in a lifeless sort of way. An alarming number of amp makers cut corners by not using high-quality and better-sounding **transformers**. By upgrading an amp's **transformers** you are correcting this fundamental design flaw. The result is usually startling. By simply upgrading the **transformers** you can give your amps vivid harmonic overtones, added sparkle and more dynamic headroom, along with much better note separation.



**Question:** Everything I've tried only gave marginal tonal improvements. Can my existing amp be effectively upgraded?

**Answer:** Yes, almost any tube-based amp can be **upgraded**. You can swap those wimpy stock **transformers** with our quality units and realize an immediate and obvious tonal improvement.

**The bottom line:** Inside every great-sounding amp is a set of quality **transformers**. If they are not vintage originals then they're probably **Mercurys**. If your amps don't come alive when you plug in, it's time you **upgraded** to **Mercurys**.



"In all the years I've been working on vintage amps and converting so-called reissues, **Mercury** designs and builds the *only transformers* I'd ever consider installing. Not only in my customers' amps, but my own personal amps as well. They have 'The Tone' we all have searched for. In many aspects they exceed the sound and tone of our old fave amps. To say they're the best is certainly an understatement! Handmade quality at its pinnacle!"

—Don Butler [www.Tone-Man.com](http://www.Tone-Man.com)

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### ToneClone

Best-of-breed vintage guitar amplifier transformer designs. ToneClones represent **Mercury's** three-decade exhaustive search for *ONLY* the crème de la crème of all guitar amplifier tone. This is the stuff dreams are made of!

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**RADIOSPARES**

### Radiospares

The original Marshall and Vox style transformers. If you crave the tone that sparked the British Invasion of the 1960s—and inspired countless musicians—this is it!

### Axiom

Taking vintage tone to a whole new level. Axiom transformers 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.

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*Mercury's* legendary guitar amplifier transformer restoration and repair service.

Who depends on premium **Mercury transformers**?

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- The best of the top boutique amp makers, world-wide.
- Amp manufacturers who produce high-end and signature gear.
- Tone-conscious amp techs and players like you who crave the best possible tone from their amps.

Within the player community no other **transformer** designer commands as much respect as **Mercury**. You can depend on our obsession with tone, build quality, consistency and reliability. For a complete and up-to-date list of all the amplifiers we support visit our website.

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Players who know tone insist on **Mercury transformers**

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Cure what's ailing your amp with a  
**Mercury**  
**Upgrade**

# Unleash your amp's tone!

