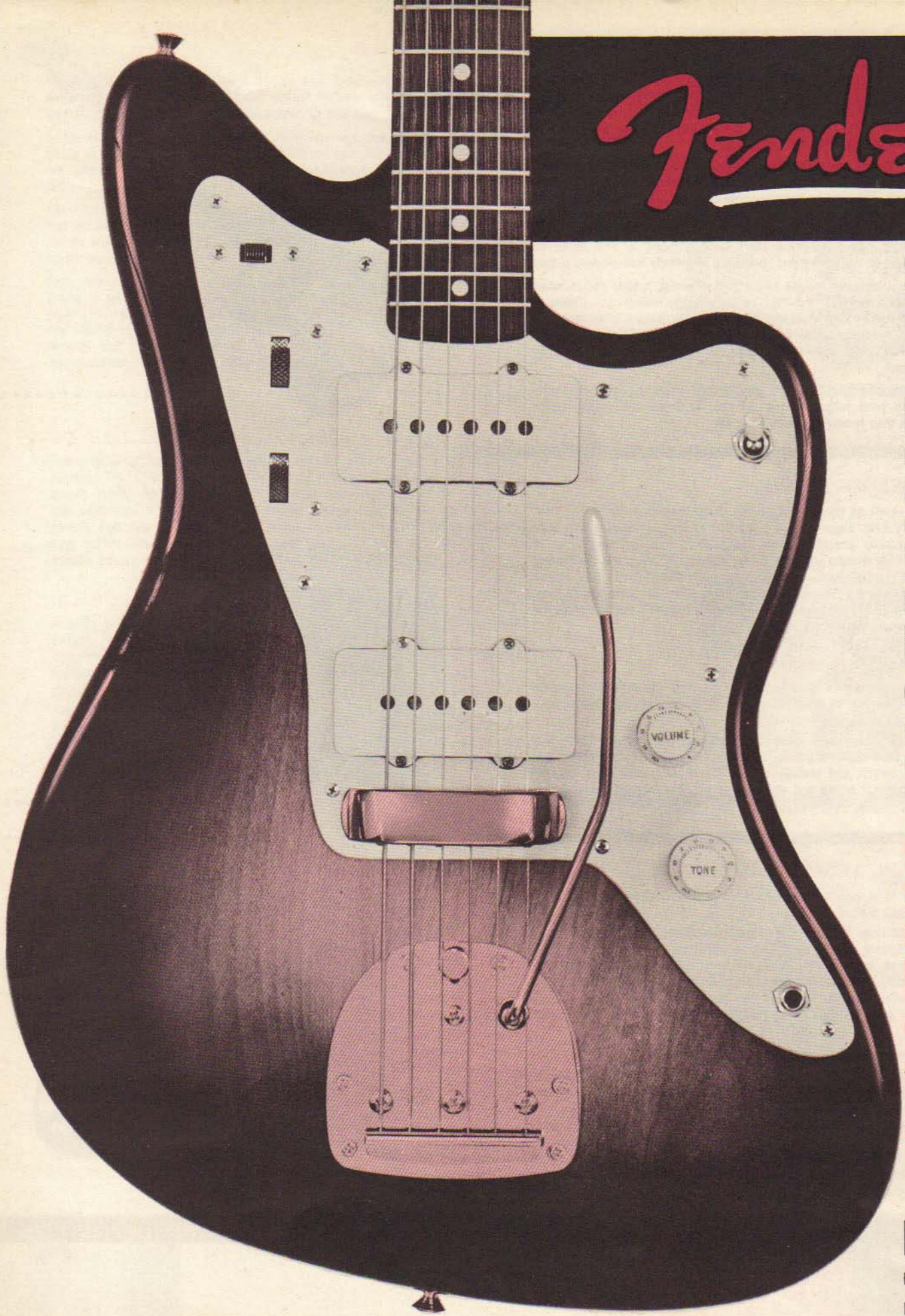


Fender



FINE ELECTRIC INSTRUMENTS

SOLD BY LEADING MUSIC DEALERS THROUGHOUT THE WORLD

JAZZMASTER GUITAR

No more convincing proof of the fine playing qualities and design features of the Fender Jazzmaster could be offered than its rapid acceptance by guitarists throughout the country. This remarkable new guitar incorporates all the well-known Fender developments such as the adjustable truss-rod reinforced neck, comfort contoured body plus additional Fender developments which provide the ultimate in ease of playing and comfort.

The Jazzmaster has a new tremolo action incorporating a "floating bridge" for the smoothest possible tremolo action. A "trem-lock" stops the tremolo action permitting strings to be changed simultaneously and prevents detuning other strings should one break during a performance. Six individual bridges rest on the "floating bridge." Each bridge is adjustable for perfect string height and length, and in addition, the "floating bridge" is also adjustable for accurate over-all string heights, providing extremely low playing action.

Another unique Jazzmaster feature is the "off-set waist" body design which places the player's arm in a natural position over the strings . . . playing is virtually effortless. The two adjustable extended range pickups offer tone variation from the most mellow and soft rhythm settings to high treble. The player can pre-set the tone and volume of the rhythm and lead circuits for fast tone changes.

The Jazzmaster is a beautifully finished guitar employing choice grained woods. All metal parts subject to wear are case hardened and heavily chrome plated to retain their beauty even after long use.

*Patent Pending

PRECISION BASS

One of the greatest of modern instrument developments preferred by bass players in every field. Requires only a fraction of the playing effort as compared with old style acoustic basses. Compact in size, but very large in performance. String lengths and heights are individually adjustable for perfect intonation and fast delicate playing technique. When used with proper amplifier, it will produce considerably more volume than old style basses. New pickup design gives rich full bass tones. The instrument's portability is the answer to every bass player's dream.

BASSMAN AMP

Provides true bass amplification and may also be used with other instruments due to its widely varying tonal characteristics. Its unparalleled performance is readily recognized by all qualified listeners.

Features four 10" heavy duty Jensen speakers, bass, mid-range, treble and presence tone controls, two volume controls, four input jacks, on and off switch, ground switch, and standby switch. Heavy duty solid wood cabinet covered with diagonal brown and white stripe airplane luggage linen.

Size: Height, 23"; Width, 22½"; Depth, 10½".

STRATOCASTER GUITAR

Perfection in a solid body comfort-contoured professional guitar providing all of the finest Fender features.

Choice hardwood body finished with a golden sunburst shading, white maple neck, white pickguard, and lustrous chrome metal parts. Three advanced style adjustable pickups, one volume control, two tone controls and a three-position instant tone change switch. The adjustable Fender bridge insures perfect intonation and softest action. The neck has the famous Fender truss rod. The Stratocaster is available with or without the great Fender built-in tremolo.

TWIN AMP

Tremendous distortionless power and wide range tone characteristics make this amplifier the favorite of musicians everywhere. Features include the finest cabinet work with diagonal striped brown and white airplane luggage linen, chrome plated chassis, two 12 inch heavy duty P12N Jensen speakers, on and off switch, ground switch and stand-by switch, bass, treble, mid-range and presence tone controls, four input jacks with two separate volume controls. Designed for continuous professional use.

Size: Height, 20½"; Width, 24"; Depth, 10½".



Buddy Merrill



Fender

FINE ELECTRIC INSTRUMENTS

TELECASTER CUSTOM AND ESQUIRE CUSTOM GUITAR

The new Telecaster Custom dual pickup and Esquire Custom single pickup guitars offer all the fine playing and design features of the regular Telecaster and Esquire models plus custom treatment of the body and neck.

A beautiful highly polished Sunburst finish is used and the top and bottom edges of the solid body are trimmed with white contrasting binding. The binding not only adds to the attractive finish but also protects the edges of the guitar body.

The necks of the Telecaster Custom and Esquire Custom are Fender's new fast-action design. They permit rapid playing technique and comfortable full-chords right up to the end of the neck. These adjustable truss-rod reinforced necks have beautiful rosewood fingerboards adding to their desirability.

Each model features the well-known Fender adjustable bridges enabling the player to set the playing action to his own touch, and adjust string length for perfect string intonation. The pickups are wide-range and adjustable, allowing any desired string balance and response. An additional feature of the Telecaster Custom and Esquire Custom is the three-position tone change switch for instantaneous changes from "take-off" or "lead" to soft "rhythm."



TELECASTER GUITAR

The original of the solid body guitars and the proven favorite of countless players. The Telecaster guitar features a fine hardwood body in beautiful blonde finish, white maple neck with adjustable truss rod, white pickguard, two adjustable pickups, tone and volume controls and a three-position tone switch. Two way adjustable Fender bridge insures perfect intonation and fast, easy action. The Telecaster guitar is noted for its wide tone range and is equally adaptable for fast "take-off" playing as it is for rhythm.

TREMOLUX AMP

A great new Fender amplifier incorporating the latest type electronic tremolo circuit. This tremolo circuit should not be confused with others of the past. The Fender tremolo provides greater ranges of both speed and depth than any previous type.

Features include the beautiful and durable case and covering found on all Fender amplifiers, 12" heavy duty Jensen speaker. Wide range tone, excellent power vs. distortion characteristics, chrome plated top-mounted chassis, on-and-off switch, tremolo depth and speed controls, tone control, two volume controls and four input jacks. Comes complete with tremolo foot control switch. Size: Height, 20"; Width, 22"; Depth, 10".



ESQUIRE GUITAR

Many outstanding Fender features are to be found in this economically priced modern instrument, and it is a most outstanding performer in the low price field. The Esquire guitar features a beautifully finished blonde hardwood body, white maple neck with adjustable truss rod, white pickguard, two-way adjustable bridge, adjustable pickup, tone and volume controls, three-way tone change switch.

SUPER AMP

Another proven favorite of the Fender amplifier family. Many hundreds of these units in use have helped build the Fender name for quality and performance. While the Super Amp has been in the Fender line for years, it has been modernized and constantly brought up to today's high standards. Its features now include the handsome, diagonally striped luggage linen covered cabinet, chrome plated chassis, two 10" heavy duty Jensen speakers, ground switch, on-and-off switch, standby switch, bass, treble and presence tone controls, two volume controls and four input jacks.

Size: Height, 18½"; Width, 22"; Depth, 10½".



Monk Montgomery



Nappy LaMare



Unsurpassed in the field of Fine Music



DUO-SONIC THREE-QUARTER SIZE GUITAR

The Duo-Sonic Guitar is an outstanding addition to the Fender line of Fine Electric Instruments. It is especially designed for adult and young musicians with small hands. Features Fender neck with adjustable truss rod, two adjustable high-fidelity pickups and a three-position pickup selector switch. Two-way adjustable bridge insures perfect intonation and fast, playing action.

VIBROLUX AMP

The modern tremolo circuit of the Vibrolux Amp assures outstanding amplification qualities and performance characteristics. The circuit incorporates the latest control and audio features to make it the finest amplifier of its type in its price range. A Jensen 10" heavy duty speaker is used in this amplifier. Controls include tremolo speed control, tremolo depth control, volume control, plus three input jacks, on-and-off switch, jeweled pilot light and extractor type fuse holder, all of which are located on the top-mounted chromed chassis. A remote tremolo foot control switch is included with the Vibrolux Amp.

Size: Height, 16 $\frac{3}{4}$ "; Width, 20"; Depth, 9 $\frac{1}{2}$ ".



MUSICMASTER THREE-QUARTER SIZE GUITAR

The Musicmaster Guitar incorporates many outstanding features to make it the favorite in the low-price field. It is beautifully finished and features the comfortable, fast-action Fender neck with adjustable truss rod and modern head design. Adjustable bridge affords variable string height and length for playing ease and perfect intonation. Ideal for students and adults with small hands.

HARVARD AMP

The Harvard Amp provides distortionless amplification, portability and ruggedness, plus the assurance of long, faithful service. Its design affords excellent amplification at a conservative price. It employs a heavy duty 10" Jensen speaker. Top-mounted chrome-plated chassis provides easy access to the controls, which include: volume control, tone control, three input jacks, on-and-off switch, bulls-eye pilot light and extractor type fuse holder. Amplifier cabinet is made of $\frac{3}{4}$ " solid wood with lock-jointed construction and is covered with abrasion resistant airplane luggage linen.

Size: Height, 16 $\frac{1}{2}$ "; Width, 18"; Depth, 8 $\frac{3}{4}$ ".



ELECTRIC MANDOLIN

A most outstanding instrument on today's musical market: true Mandolin tone, graduated neck with 24 frets provides fast comfortable playing actions, plus double cutaway body design for convenient access to top frets. Solid wood body is of choice grain hardwood beautifully finished in shaded Sunburst. The body is contoured for complete playing comfort.

Micro-adjustable bridges provide separate adjustment for both string length and string height assuring perfect intonation and playing action. New pickup is adjustable for string balance and affords the finest Mandolin tone. Volume and tone controls are conveniently positioned yet out of the way of the player's hand. An ideal instrument for every mandolin player as well as guitarists and violinists.

Homer and Jethro



Fender

FINE ELECTRIC INSTRUMENTS

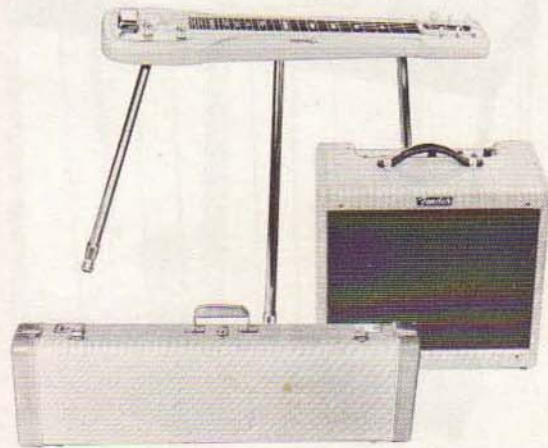
STUDIO DELUXE SET

The Studio Deluxe Set represents the finest of its kind on the market today. It incorporates all the superior features recommended by teachers, studio operators and music dealers. The Studio Guitar provides these outstanding features: fully adjustable bridge with swing type bridge cover, fully adjustable high fidelity pickup, hardened steel bridge and precision grooved nut, top-mount input jack, recessed one-piece patent head and three chromed inset leg flanges which receive the telescoping legs.

The Fender Princeton Amp is supplied with this set. It has two input jacks, tone control, volume control, on-and-off switch, jeweled panel light, extractor type fuse holder, a heavy duty 8" speaker and produces 4½ watts of excellent quality distortionless power.

The Studio Guitar case is of hardshell construction and has a separate leg compartment. It is covered with the same durable material used on the amplifier to make a matching set.

Amp Size: Height, 16½"; Width, 18"; Depth, 8¾".



CHAMP STUDENT SET

Fender has done it again with the Champ Student Set — it is one of the finest low-priced guitar and amplifier combinations on the musical market.

The Champ Guitar has a solid hardwood body, beautifully finished and distinctively designed. It has a replaceable fretboard and detachable cord, and tone and volume controls. It features both the adjustable bridge and high fidelity pickup, and employs a one-piece recessed patent head.

The Champ Amp is sturdily constructed of the finest cabinet design. Circuit provides extremely pleasing reproduction. Speaker is a fine quality permanent magnet type. It has two instrument inputs, volume control, jeweled pilot light and extractor type fuse holder. The amplifier covering is striped airplane luggage linen which is both durable and washable.

Size: Height, 12½"; Width, 13¼"; Depth, 8".



ECCOFONIC

EccoFonic represents one of the most remarkable accessories made available in recent years to guitarists and other musicians playing amplified instruments. EccoFonic produces echo and reverberation of the music produced by the instrument being amplified.

It may be used with any single or dual channel amplifier, taking the signal from the speaker voice coil leads and introducing the echo or reverberation back into the amplifier. Straight echo playback with variable time delay may be selected or variable reverberation may be selected. One of the more remarkable results achieved with EccoFonic is the highly realistic stereo effect. Presence, depth and broadness of tone are readily noticeable.

The EccoFonic employs the following controls: AC "on-off" switch, erase head switch, three echo-reverberation selector switches, input volume control, and a remote foot control switch. It is simple to operate and can be connected to your present amplifier in a minute's time. The EccoFonic is extremely rugged, built to take hard use, and is compact and lightweight. The two-ply luggage linen fabric covering matches Fender amplifiers and cases.

Professionals and non-professionals will find EccoFonic a valuable addition to their present amplification equipment. It is an accessory every musician will want for the ultimate in musical instrument sound variation and special effects.

*Patent Pending



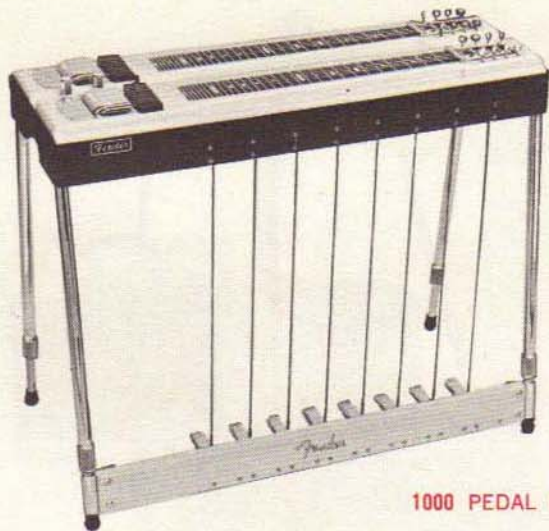
Eddie Bush



The Kings IV



The choice of Leading Artists everywhere



1000 PEDAL GUITAR



400 PEDAL GUITAR

FENDER 1000 AND 400 PEDAL STEEL GUITAR

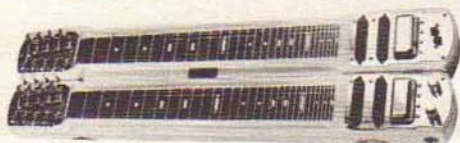
The Fender 1000 and 400 are the most advanced pedal guitars on the market today. Both are designed to meet the changing requirements of steel guitarists brought about by the advances made in the music world.

Both are strikingly beautiful and employ the highest quality materials for dependable performance and to take the hardest use. Each has a 24½" string length and offers great flexibility of pedal tuning selection. The Fender 1000 double neck with 8 pedals provides as many as 30 useable tunings with one hookup pattern. Each of the 16 strings may be sharpened or flatted 1½ tones. Pedals may be used singly or in combinations and in addition, the pedal tuning patterns may be partially or entirely changed at any time in only a few minutes. The Fender 400 is available with 4 to 10 pedals and is ideal for professionals as well as students inasmuch as it provides many of the design features found on the Fender 1000.

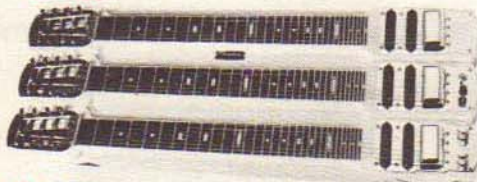
Both models are ruggedly built to take the hardest use. The permanent mold aluminum alloy frame provides extreme rigidity to the instrument, and receives the frame in such a way that detuning from temperature changes or use of the pedals is precluded. Working parts are of case-hardened steel, and parts exposed to the player's hands are heavily chrome plated and add to the beauty of these instruments. Both models are convenient to carry and can be set up or disassembled in 3 minutes.

The Fender 1000 may be obtained with 9 or 10 pedals by special order. The Fender 400 is available from stock with 4, 6 or 8 pedals and may be ordered with 5, 7, 9, or 10 pedals.

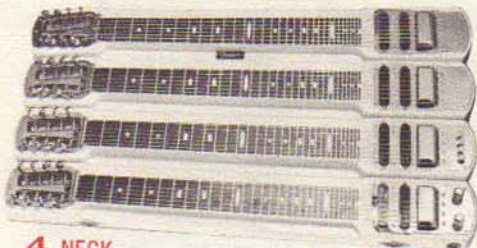
The Fender 1000 with its great variety of tunings and the 400 offer the finest in pedal guitar performance, unexcelled tuning accuracy with striking professional design and appearance.



2 NECK



3 NECK



4 NECK

STRINGMASTER STEEL GUITARS

Fender Stringmaster Steel Guitars incorporate the latest and most advanced developments in multiple-neck steel guitar design. They feature dual counterbalanced pickups which eliminate hum and noise from external sources and provide wide tone range by use of a switching and mixing system which enables the player to obtain any tone from low bass to high staccato with one change of the tone control. The pickups are adjustable so that any tone balance can be achieved to suit the player's needs.

These instruments are fitted with adjustable bridges in order that intonation may be adjusted any time to compensate for different string gauges, assuring that the instrument will always be in perfect tune. It is possible to string one of the necks with special bass strings, allowing a tuning an octave lower than the ordinary steel guitar tuning. Professional players who have used such a combination find they can develop new sounds and effects which heretofore have been impossible.

The Stringmaster is mounted on 4 telescoping legs which provide a variable height from sitting position to standing position. All critical parts are case hardened and designed to prevent ordinary wear from occurring.

Both professional and non-professional steel guitarists will find the Stringmaster steel guitars to be the finest of their type on the musical market providing the most advanced instrument design features and playing qualities.

Speedy West



Fender

FINE ELECTRIC INSTRUMENTS

DELUXE 8 AND 6 STEEL GUITARS

The Deluxe Steel Guitar is one of the finest single neck instruments available on today's market and is highly recommended for both professional and non-professional use. It incorporates many of the same outstanding features found on Stringmaster guitars.

It employs the counterbalanced dual pickups with mixing control, the Fender adjustable bridge for correction of intonation variations and the precision grooved nut of case hardened steel, assuring level strings at all times. These special features, plus excellent playing qualities and unique body design, combine to make the Deluxe model guitar outstanding among present day instruments.



BANDMASTER AMP

Recommended where high performance at moderate cost is important. Flexible tone control system of this amplifier makes it extremely useful for any electrical musical instrument. Chrome plated chassis, on-and-off switch, ground switch, standby switch, bass, treble and presence tone controls, two volume controls and four input jacks. It employs three heavy duty 10" Jensen speakers for undistorted high-fidelity output. A favorite of hundreds of professional and non-professional musicians.

Size: Height, 21½"; Width, 22½"; Depth, 10¼".



PRO AMP

The Pro Amp is practically a fixture in the world of amplified musical instruments. It is as equally adaptable for steel or standard guitar amplification as it is for piano, vocals or announcing. Its rugged dependability is well known to countless musicians throughout the world.

It features the solid wood lock jointed cabinet, covered with the regular Fender brown and white diagonal stripe luggage linen; chrome plated chassis, 15" heavy duty Jensen speaker, ground switch, standby switch, on-and-off switch, bass, treble and presence tone controls, two volume controls and four input jacks.

Size: Height, 20"; Width, 22"; Depth, 10".



DELUXE AMP

The Deluxe Amp is as modern as tomorrow and will give long lasting satisfaction to the owner. This amplifier is outstanding in its class and embodies the following features: top mounted chrome plated chassis, heavy duty 12" Jensen speaker; ground switch, on-and-off switch, panel mounted fuse holder, bull's-eye pilot light; tone control, two volume controls, three input jacks. It also has the extension speaker jack mounted on the chassis and wired for instant use. It is an exceptional performer, both for tone and for volume in its price class, and represents one of the finest values available.

Size: Height, 16¾"; Width, 20"; Depth, 9½".



Leon McAuliffe



Alvino Rey



Compare Fender...you'll agree they're the Finest



FENDER TONE AND VOLUME FOOT PEDAL CONTROL

Fender's new tone and volume foot pedal control is one which every guitarist will appreciate. It features an extremely quiet mechanical operation for tone and volume changes and is designed for comfort and convenience. The controls and all parts are of the highest quality. This unit will take the hardest professional use, and every player who uses this control will find it to be a great improvement, and one which suits every playing need.

FENDER FOOT PEDAL VOLUME CONTROL

Musicians seeking a foot pedal control for volume only will find this Fender model outstanding among all others. It is possible to use it in a standing or sitting position. The fact it is so flat affords the player greater playing comfort. Its high quality components and rugged construction have made it the choice of leading musicians throughout the country.

ACCESSORIES

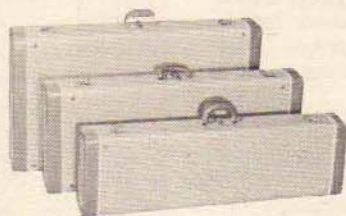
FENDER MASTERSOUND FLATWOUND STRINGS AND FENDER PURE NICKEL WRAP STRINGS

Fender Electric Guitar Strings have won the acclaim of leading players throughout the nation. The fast-growing nation-wide acceptance of these strings is convincing proof of their fine quality.

- They provide perfect balance for absolute evenness of tone.
- Controlled diameter throughout for perfect intonation and fretting.
- Tightly applied winding prevents loss of tone and rapid decay of volume.
- Lasting resistance to stretch and pull that cause detuning and poor intonation.
- The magnetic properties of such a surprising degree of excellence as to be instantly recognizable even by the most casual player.

Every player who wants the finest performance from his electrical instrument will appreciate Fender Mastersound Flatwound and Fender Pure Nickel Wrap Electric Strings. Once he has tried them, no other strings will satisfy.

Your Fender dealer has a complete selection of Fender Strings available for the electric Spanish guitars, six and eight-string steel guitars, Precision Bass, pedal guitars and the electric mandolin.



FENDER CASES

Fender cases are made of the finest materials and covered with rich, scuff and abrasion resistant attractive fabrics. Case interiors are fitted to protect the instrument at all times and lined with beautifully textured plush lining. Where possible, suitable pockets are provided to hold strings and accessories. Case ends are bound with leather and double stitched. Handles, polished metal hinges, locks and other hardware are securely mounted and will give long satisfactory service. Fender cases are recognized for their durability and ability to stand up under hard use.



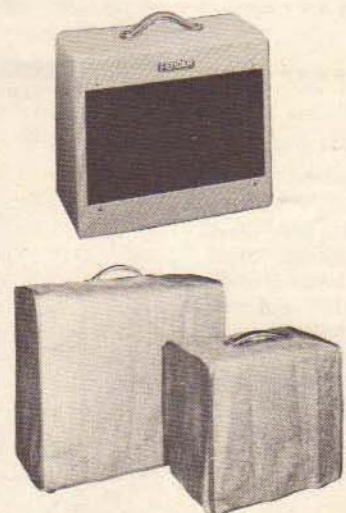
FENDER PLASTI-LEATHER BAGS

These plastic leather padded bags feature extreme portability and convenience. The plastic leather is a durable product, and the padding in these bags affords satisfactory protection for almost any eventuality. They feature two full length zippers, two large pockets to accommodate accessories, and a strong carrying handle positioned to balance the instrument. These plasti-leather bags are available for all Fender Electric Spanish Guitars and the Fender Precision Bass.

FENDER EXTENSION SPEAKER 12" AND 15" MODELS

Fender Extension Speakers are ideal for locations requiring more even sound distribution. These speakers can be plugged into the extension speaker jack of any amplifier. The rugged cabinets feature three-quarter inch solid wood construction with lock-joint corners, covered with the finest airplane luggage linen.

Fender Extension Speakers employ heavy duty 12" or 15" Jensen speakers. One of these units will be found to be a great aid where greater sound coverage is required.



AMP COVERS

These water proof, tear and abrasion resistant Fender Amplifier covers afford protection to the amplifier and are extremely serviceable. They are made of gray brown covert cloth, lined with soft flannel and bound with a plastic binding. A neatly fitted cover is available for each Fender Amplifier... Prevents damage to the amplifier cabinet... keeps out dust.

Mary Kaye Trio



Fender

OTHER FINE PRODUCTS AVAILABLE:
ELECTRO-VOICE MICROPHONES AND STANDS
DE ARMOND PICKUPS & CONTROLS
BLACK RAJA & NICK MANOLOEF STEELS
FENDER-D'ANDREA-NATIONAL PICKS

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