

**Fender**

**FINE ELECTRIC  
INSTRUMENTS**


**ACCESSORIES**

**AMPLIFIERS**

**GUITARS**

**COVERS**

**CASES**



No amount of time, effort and expense has been spared to make the Fender line the finest available on the market today!

Our close association with professional players, teachers and dealers has been invaluable in analyzing our designing department and our engineering group in keeping the Fender name foremost in the field.

Remember, as a Fender customer, you are assured of complete personal satisfaction.

Every instrument sold first bears the Fender name is backed by the unconditional guarantee of this pioneer firm in the electrical instrument business.

## **FENDER SALES INC.**

308 E. FIFTH STREET • SANTA ANA, CALIF.

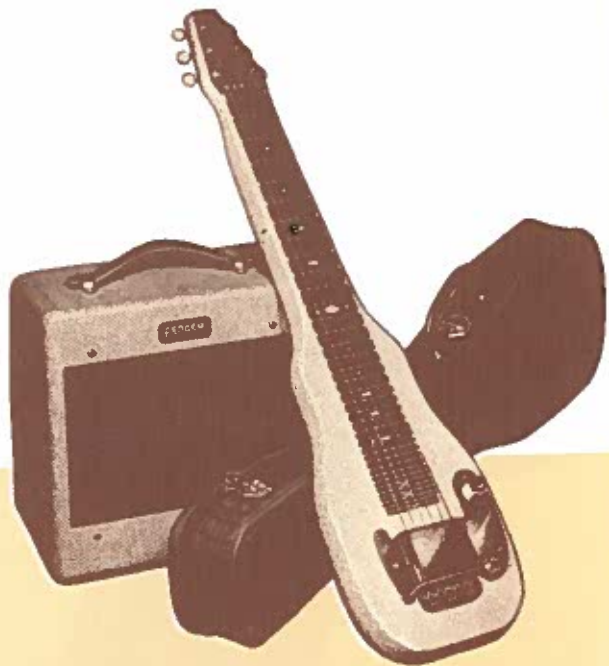
## FOOT CONTROL



This is a completely new design in foot pedal controls. The Fender engineering assures extremely quiet operation, and long lasting top performance. Because this control is flat, the player can use the pedal in "natural" comfort whether sitting or standing. Special supports are also provided for the player who desires to use the pedal in a tilt position.

The Fender foot pedal control can be used with any instrument that has a volume control and is guaranteed in workmanship and design. Pedal is made of heavy gauge drawn steel with molded rubber pad and finished in sparkling chrome plate. The pedal is 12" long, 4½" wide, 1½" high.

# STUDENT STEEL GUITAR & AMPLIFIER SET



## **GUITAR—**

Hardwood body, plastic covered; adjustable pick-up unit, safety string posts, notchless nut & bridge, all metal parts heavily chrome plated, tone and volume controls in optimum playing position.

## **AMPLIFIER—**

Beautiful diagonal stripe; luggage linen covering; top mounted chassis;  $\frac{3}{4}$ " solid stock cabinet with lock jointed corners, heavy P.M. speaker.

## **CASE—**

## THE FENDER STRATOCASTER

This three-pick-up Stratocaster represents an entirely new approach in basic guitar design. For tone, appearance, and versatility, the Stratocaster has been engineered to give the player every possible advantage.

This is the guitar that brings the player live, true tremolo action at the flick of a wrist. The three pick-ups, a special tone control circuit, a new surface mounted

plug receptacle all mean faster action, better, clearer music.

The Stratocaster can be played "straight" or while using the revolutionary Tremolo action lever. The Stratocaster also features advances in design never before available in the field. The instrument is actually "comfort contoured" to fit the artists' body . . . designed to be part of the player! Available in either Tremolo or regular models.



## TELECASTER AND ESQUIRE

Sensational modern styling, especially designed neck with built-in adjustable tension rod to correct for warpage due to string tension, cutaway body makes possible full chord combinations up to the end of the fret board, new micro adjustable bridge makes possible string adjustments both for action (or fretting)

and length, pick-ups are fully adjustable for desired balance of bass treble, three-way tone switch for lead or take off tone, full concert tone and short duration rhythm tone, compact size for easy playing and portability, professional players say these guitars have faster, easier action than any other guitar they have ever played.



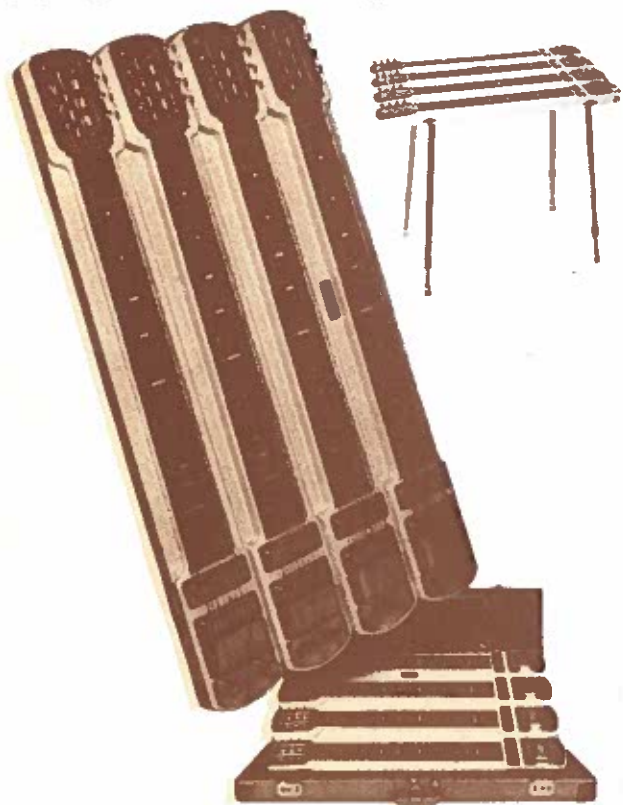
## PRECISION BASS

A new sensation for bass players. Small size, approximately one-sixth size regular bass, light weight, new fretted neck, full rich bass tone, easy to play—full volume with very little string motion, can be played like a guitar, makes previously fast, difficult passages easy to play. Plastileather padded carrying bag available as an accessory.

A new high in bass amplification. Ruggedly built, especially designed for bass reproduction, special 15" Jensen bass speaker, unique speaker housing for bass emphasis, tone will not break up or distort, even at extremely loud volume, the answer to true fidelity bass reproduction.

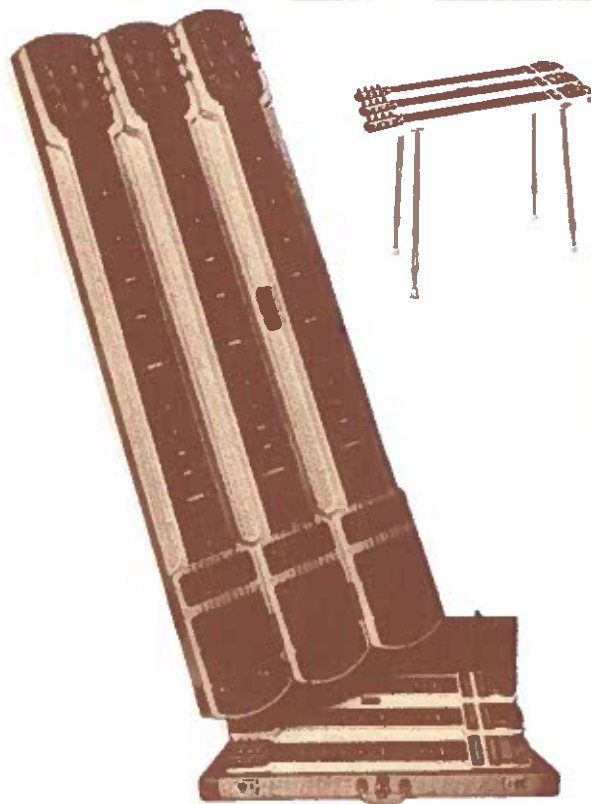


# THE STRINGMASTER SERIES



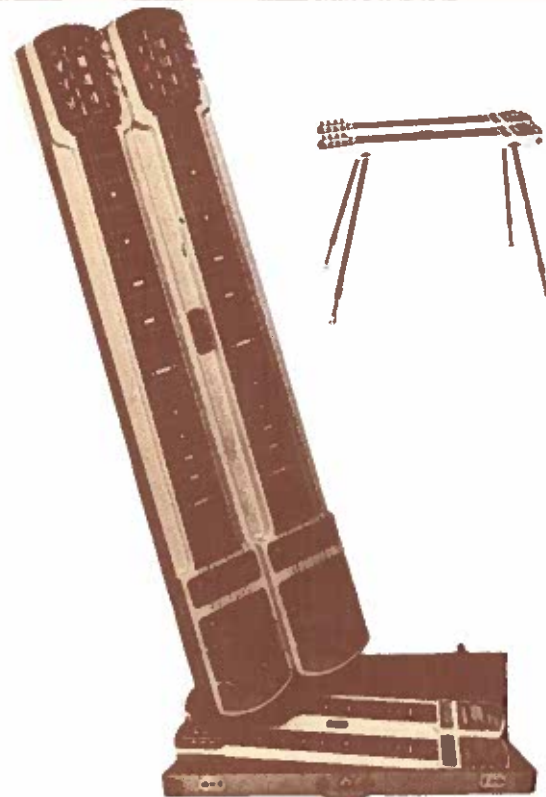
4-NECK

In styling, ease of playing, tone and appearance the Stringmaster series of either four, three or two neck guitars is unsurpassed. The four neck model has two pickups in each neck and are coupled together thru the exclusive Fender method. This instrument is the supreme of instruments in its field . . . the choice of scores of America's finest artists.



3-NECK

The cut away along the fret board and other outstanding design innovations—coupled with the exclusive tone features of the Fender Stringmaster series—makes this 3-neck guitar far superior to anything similar ever offered. Like the other Stringmasters, the longer string length (26") the dual pickups and exclusive tone control circuit assure the very finest in electrically amplified music.

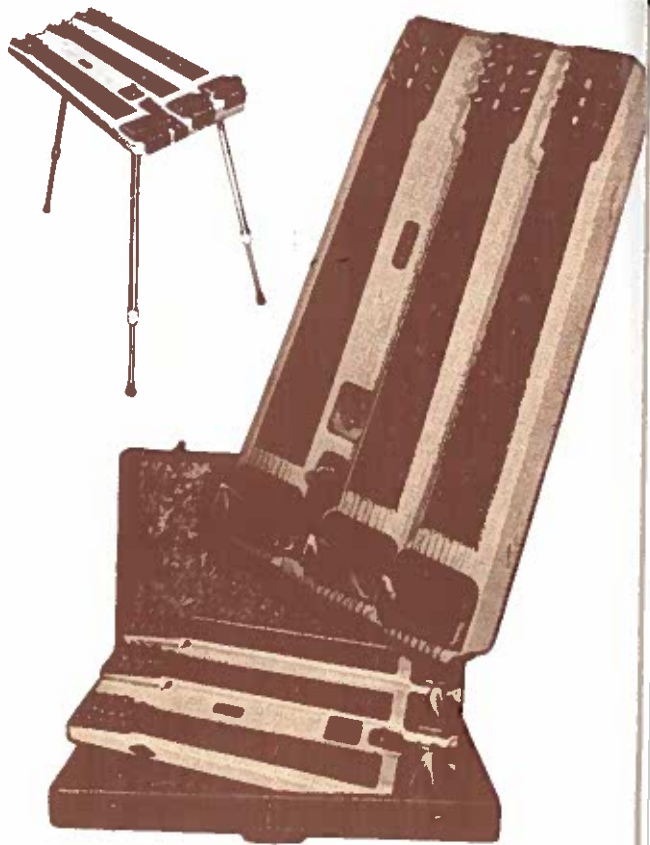


2-NECK

Finish and design beyond compare—tone qualities without equal . . . this 2-neck Stringmaster by Fender is the finest in its field. Like the other models in this series the guitar has an adjustable bridge allowing player to be able to adjust the instrument so that it frets true. This feature, combined with the other outstanding advantages of the Fender Stringmasters means easy playing, wonderful tone . . . and beauty without compare.



## THE CUSTOM



Necks elevated for playing clearance, exclusive direct string high fidelity pickups, notchless nut and bridge. Solid hardwood bodies, beautiful satin sheen finish.

## DUAL EIGHT



Professional dual neck, six or eight string model, outside neck elevated for playing clearance, exclusive direct string high fidelity pickups, notchless nut and bridge keeps strings even and level at all times, solid hardwood bodies, all metal parts heavily chrome plated, available in blond or dark finishes.

## THE DELUXE



One of the finest single neck guitars made, all of the technical characteristics are the same as for the dual eight guitar. hard shell, linen covered, plush

## TWIN AMP



Featuring twin 12" heavy duty Jensen "Concert Series" speakers. Bass and Treble tone controls, four input jacks, heavy duty dual output tubes, standby switch, spare speaker jack, top mounted chrome plated chassis and the fine cabinet work and covering for which the Fender Line is so famous. The choice of the country's top artists. Size 26 1/4" wide, 20" high, 10" deep.



## **BANDMASTER AMP**



Loaded with power — superb in tone. Big 15" heavy duty Jensen "Concert Series" speaker, Bass and Treble tone controls, three input jacks, heavy duty dual output tubes, standby switch, spare speaker jack, top mounted chrome plated chassis. The power of this amp, the beautiful cabinet work and covering has made the Bandmaster "number one" with hundreds of top artists. Size: 20" high, 22" wide, 10" deep.



# PRO AMP



Modern styling, rugged solid stock cabinet with lock, jointed corners, beautiful diagonal stripe, airplane luggage linen covering, 15" heavy duty Jensen "Concert Series" speaker, 4 input jacks, tone and volume controls, standby switch; spare speaker jack, top mounted chrome plated chassis, superb tone, tremendous power, a professional favorite. Size 20" high, 22" wide, 10" deep.



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# **SUPER AMP**



Beautiful cabinet and covering. Two 10" heavy duty Jensen "Concert Series" speakers, 4 input jacks, tone and volume controls, standby switch, spare speaker jack, top mounted chrome plated chassis, marvelous tone plus excellent distortionless power. Many players' favorite. Size 18" high, 22" wide, 10" deep.



## DELUXE AMP



Tops in style and beauty, excellent mechanical construction, beautiful striped linen covering. 12" Jensen "Concert Series" speaker, top mounted chrome plated chassis, 3 input jacks, tone and volume controls. Excellent tone and volume, outstanding in its price class. Size 16 $\frac{1}{4}$ " high, 18" wide, 8 $\frac{3}{4}$ " deep.





# PRINCETON



Same styling and construction as the rest of the Fender top quality amplifiers. 8" heavy Jensen speaker, chrome plated, top mounted chassis, 2 input jacks, tone and volume control. outstanding tone and volume. Size 12½" high, 13½" wide, 8" deep.

