

F

ender

FINE ELECTRIC
INSTRUMENTS



Alvin Roy



Herb Remington



Arthur Smith



Jerry Murad's Harmonicats

SOLD BY LEADING RETAIL MUSIC
DEALERS THROUGHOUT THE WORLD

Fender

STRATOCASTER GUITAR and TWIN AMP

Amp Size
Height20½"
Width24"
Depth10½"



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 finest musicians everywhere.

Features include the finest of cabinet work in diagonal stripe brown and white airplane luggage linen. Chrome plated chassis, two 12" heavy duty Jensen speakers, on-and-off switch, ground switch and standby switch, bass, treble and presence tone controls, four input jacks with two separate volume controls. Designed for continuous duty. 50 Watts output.

Fine Electric Instruments

PRECISION BASS and BASSMAN AMP

Amp Size
Height23"
Width22½"
Depth10½"



PRECISION BASS

One of the greatest of modern instrument developments. Fast becoming the favorite of musicians in every field. Compact in size, but very large in performance. Requires only a fraction of the effort to play as compared to old style acoustic basses. Extremely well suited for that fast delicate playing technique. When used with proper amplifier, it will produce considerably more volume than old style basses. The tone leaves nothing to be desired and the portability is the answer to every bass player's dream.

BASSMAN AMP

The unparalleled performance of this amplifier is readily recognized by all qualified listeners.

Provides true bass amplification or may also be used for other instruments due to its widely varying tonal characteristics. Heavy duty solid wood cabinet covered with diagonal, brown and white stripe airplane luggage linen. Chrome plated chassis, on-and-off switch, ground switch, standby switch, bass, treble and presence tone controls, two volume controls, two input jacks, four 10" heavy duty Jensen speakers, 50 Watts output.

FOR FURTHER INFORMATION, SEE YOUR LOCAL MUSIC DEALER, OR WRITE:

TELECASTER GUITAR

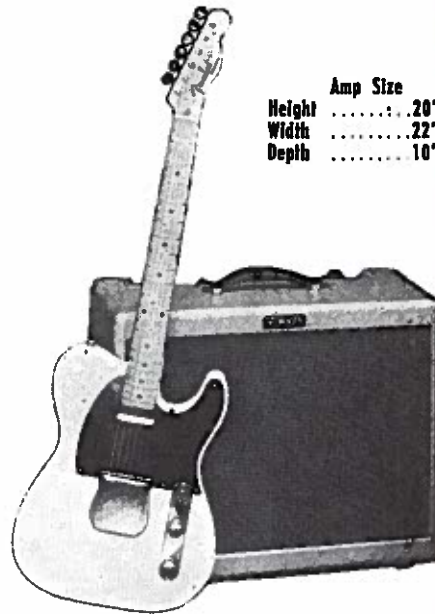
The original of the solid body guitars and the proven favorite of countless players. The Telecaster guitar features a fine hardwood body in beautiful blond finish, white maple neck with adjustable truss rod, white pickguard, two adjustable pickups, tone and volume controls and a three-position tone switch. 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, 15 Watts output.

TELECASTER GUITAR and TREMOLUX AMP



Amp Size
Height 20"
Width 22"
Depth 10"

Unsurpassed in the Field of Fine Music

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 blond 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 AMPLIFIER

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. 20 Watts output.

ESQUIRE GUITAR and SUPER AMP



Amp Size
Height 18 1/2"
Width 22"
Depth 10 1/2"

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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; stand-by switch; on-and-off switch, bass, treble and presence tone controls, two volume controls and four input jacks. Twenty-six watts output.

Amp Size
Height20"
Width22"
Depth18"



DELUXE AMP

The Deluxe Amplifier is as modern as tomorrow and will give long lasting satisfaction to the owner. It is beautifully styled and covered with the finest airplane luggage linen. 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 is one of the favorites of the lower priced field. It represents one of the finest values available. 15 Watts output.

Amp Size
Height16 1/2"
Width20"
Depth9 1/2"



PRINCETON AMP

The Princeton Amplifier is the result of much effort on the part of the Fender Company to combine in one instrument, most of the desirable features which have been suggested by teachers, dealers and players.

This amplifier is a composite of these recommendations which combine to make it an outstanding unit. It is rugged in its construction and has the top mounted chrome plated chassis; on-and-off switch; tone control; volume control; two input jacks; bull's-eye pilot light and panel mounted fuse holder. It employs a Jensen heavy duty 8" speaker and provides 4 1/2 Watts output. It will give faithful reproduction and will stand a terrific amount of abuse. The case is rugged and covered with the regular airplane luggage linen.

Amp Size
Height16 1/2"
Width18"
Depth8 1/2"



FOR FURTHER INFORMATION, SEE YOUR LOCAL MUSIC DEALER, OR WRITE.

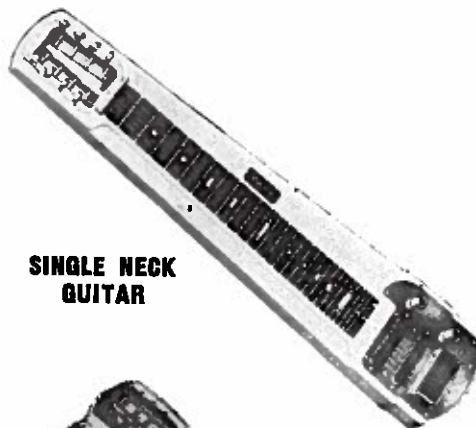
The String Master Guitar represents the first major change and improvement in Hawaiian Steel Guitars, since they were first electrified. Many radically new improvements are incorporated in this instrument. New and easy to adjust key winds, dual counterbalanced pickups which eliminate hum and noise picked up from external sources and providing a wide range of sound impossible to achieve in the single pickup type of guitar. It incorporates also, a new system of switching and mixing pickups which enables the player to obtain any tone from low bass to high staccato with one change of the tone control. This interconnection is a new development of the Fender engineers. The tone range of these instruments is far greater than anything else yet developed and must be played and heard to really be appreciated.

The pickups are fully adjustable so that any tone balance can be achieved suiting the player's needs. Each neck is elevated and the body is cut away along the side of the fret boards to provide ample playing clearance on all necks. The String Master is mounted on four telescoping legs which provide a playing height from a sitting position to a full standing position. In addition to all these features, it should be pointed out that all parts are precision built. The critical parts are case hardened and designed to prevent any ordinary wear from occurring.

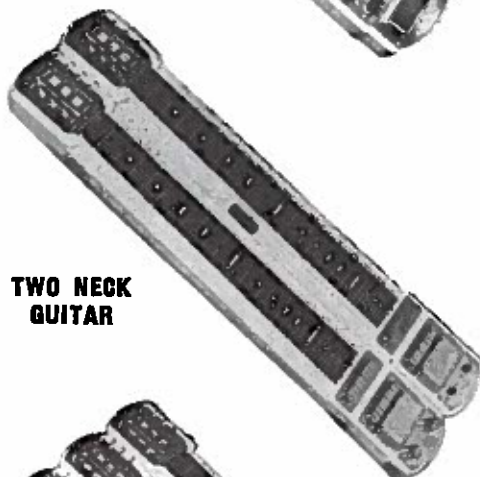
In addition to these features, the instrument is fitted with an adjustable bridge in order that the intonation may be adjusted any time to compensate for different string gauges, assuring that the instrument will always be in perfect tune. One of the most outstanding and striking features of this instrument is the adjustable spacing bridge which allows the individual player a choice of narrow, average or wide string spacings. Each neck is equipped with a balancing control which can be pre-set to balance the tone of the two pickups to the exacting requirements of each individual player. This is a most outstanding feature and one found only in the Fender String Master Guitar. It is possible to string one of the necks of the String Master Guitar 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 that they can develop many new sounds and effects which heretofore have been impossible.

It is felt that this instrument completely obsoletes all other steel guitars and all professional performers will want one of these fine new instruments in order to compete on today's busy music market.

STRING MASTER GUITARS



SINGLE NECK GUITAR



TWO NECK GUITAR



THREE NECK GUITAR



FOUR NECK GUITAR

Fender

Fender

DUO-SONIC GUITAR and VIBROLUX AMP

Amp Size	
Height 16 3/4"
Width 20"
Depth 9 1/2"



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. It features the Fender neck with adjustable truss rod, two adjustable high-fidelity pickups and a three-position pickup selector switch. The Fender two-way adjustable bridge insures perfect intonation and fast, easy action. The Duo-Sonic Guitar is striking in appearance with gold-finished pickguard and chromed controls and bridge cover.

VIBROLUX AMPLIFIER

The advanced tremolo circuit design of the Vibrolux Amplifier insures outstanding performance characteristics, and it incorporates control and design features which make it the finest in its price range. The new-design circuit is rated conservatively at 10 watts output, and it employs a Jensen heavy duty 10" speaker for the finest reproduction. It has three input jacks, tremolo speed control, tremolo depth control, volume control, tone control, on-and-off switch, jeweled pilot light and extractor type fuse holder, all of which are located on the top-mounted chromed chassis. The remote tremolo foot control switch is included with the Vibrolux Amplifier.

The Choice of Leading Artists Everywhere

MUSICMASTER GUITAR and HARVARD AMP

Amp Size	
Height 16 1/2"
Width 18"
Depth 8 1/4"



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. The two-way adjustable bridge affords variable string height and length for playing ease and perfect intonation. These features plus excellent pickup and modern cutaway design insure top performance and long-lasting satisfaction.

HARVARD AMPLIFIER

The Harvard Amplifier 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. The 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. The amplifier cabinet is made of 3/4" solid wood with lock-jointed construction and is covered with abrasion resistant airplane luggage line. Ten watts output.

FOR FURTHER INFORMATION, SEE YOUR LOCAL MUSIC DEALER, OR WRITE:

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.

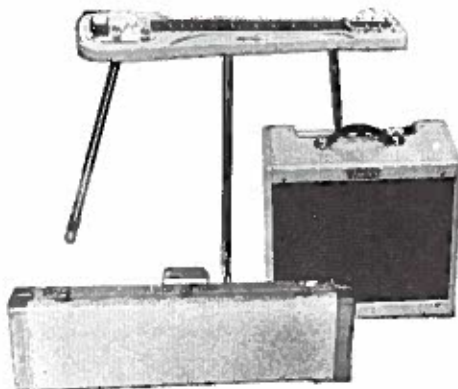
The Studio Guitar provides these outstanding features: fully adjustable bridge with swing type bridge cover; fully adjustable high fidelity pickup; hardened steel bridge and precision grooved nut; top-mount input jack; recessed one-piece patent head and three chromed inset leg flanges which receive the telescoping legs.

The Fender Princeton Amplifier is supplied with this set. It is made of the finest cabinet construction and is attractively covered with striped airplane luggage linen. It has two input jacks, tone control, volume control, on-and-off switch, jeweled panel light and extractor type fuse holder. It employs a heavy duty 8" Jensen 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. Double stitched leather-bound ends protect the case. The inset locks and other hardware are of solid brass.

STUDIO DELUXE SET

	Amp Size
Height16½"
Width18"
Depth8¾"



Unsurpassed for Fine Music

CHAMP STUDENT SET

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 both the tone and volume controls have been placed in the optimum position for easy playing. 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. The circuit provides extremely pleasing reproduction and the 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.

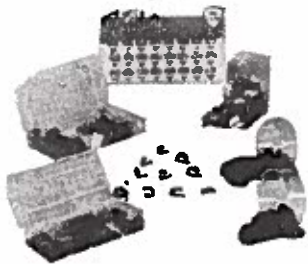
	Amp Size
Height12½"
Width13¼"
Depth8"



Fender

OTHER FINE *Fender* PRODUCTS

PICKS



STRINGS



BLACK RAJA BARS



FOOT PEDALS



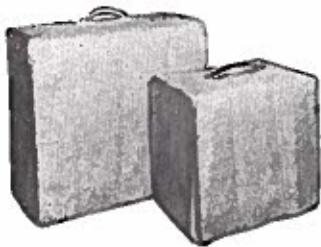
MICROPHONES



STANDS



COVERS



PADDED BAGS



CASES



FOR FURTHER INFORMATION, SEE YOUR LOCAL MUSIC DEALER, OR WRITE:

Fender
SALES INC.

308 EAST FIFTH STREET • SANTA ANA, CALIF.

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