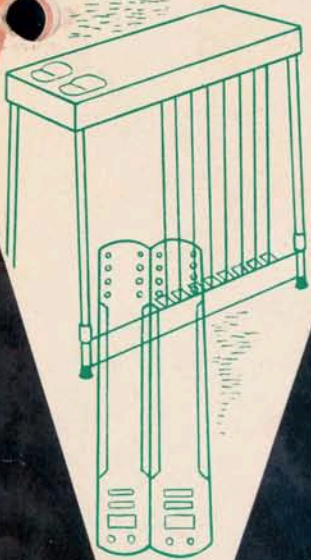
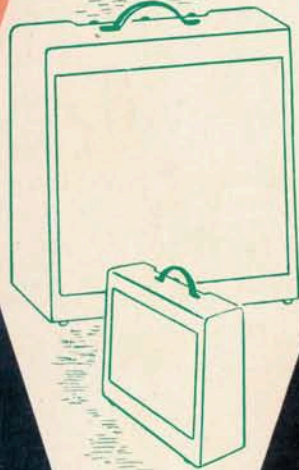


Fender

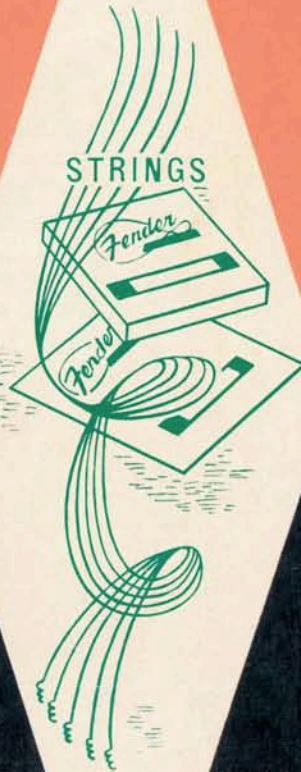
ELECTRIC
GUITARS



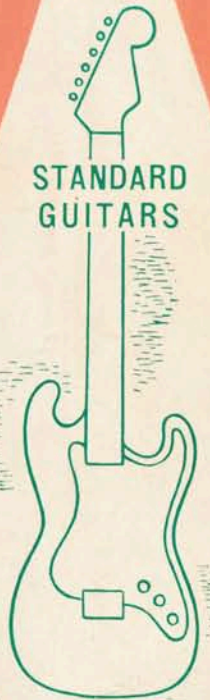
AMPLIFIERS



STRINGS



STANDARD
GUITARS



FINE ELECTRIC INSTRUMENTS

1957-58 CATALOG



ALVINO REY



SPEEDY WEST



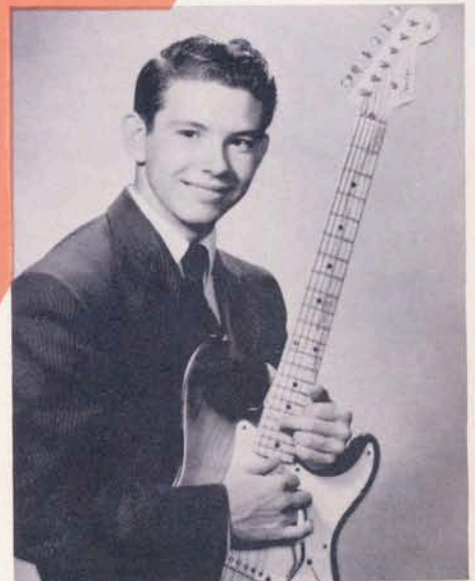
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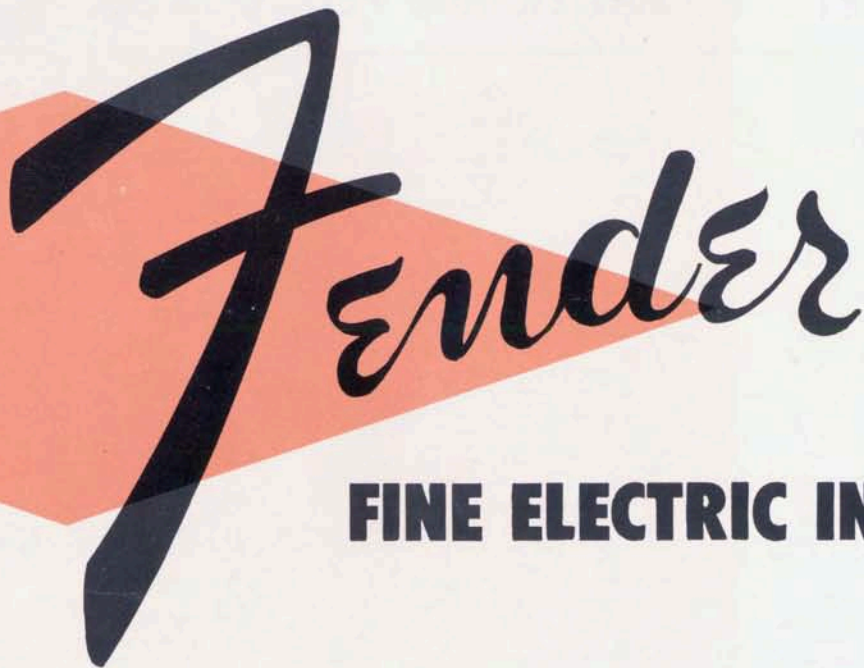
MARY KAYE
TRIO



HOMER AND JETHRO



BUDDY MERRILL



Fender

FINE ELECTRIC INSTRUMENTS

The Fender Electric Instrument Company was founded for the sole purpose of designing, building and supplying a superior instrument to the trade.

In this respect the Company has been highly successful. Improvements of all types have come out of the Fender factory; improvements such as the solid body Spanish Guitar, the solid Electric Bass, the notchless bridge and many other revolutionary developments, now well known to string instrument players.

Fender engineers are constantly developing improvements, and by keeping in close touch with professional players, dealers and teachers, they are always in a position to experiment with any recommendations; and these recommendations have accounted for many important advancements.

The Fender people hope to always be close to the feelings of those who buy, sell and play electric instruments, because that is the greatest source of information for the development and improvement of the line.

FENDER 1000 PEDAL STEEL GUITAR

The new Fender "1000" Pedal Guitar is, without a doubt, the most advanced instrument of its type on the market today. It opens a complete new world of steel guitar playing to those who are interested in an advanced type instrument.

This instrument features eight individual pedals which are connected to the pulling levers by means of a combination of rods and cables and it is possible to pull as many as four strings at a time with each pedal. Pulling the strings refers to the process of raising or lowering the basic tone by means of the pedals. The cables connecting the pedals to the string pulling levers can be changed in a moment's notice and a complete new set-up can be made simply by lifting the clips off the levers in use and slipping them onto those desired for the new tuning or chord arrangement.

The adjustment of the pulling heads is accomplished by means of 32 Phillips set screws, which are recessed in the end of the guitar. Tuning of the guitar is accomplished by hooking the pulling cables to the appropriate levers and putting a basic tuning on the neck to be set up. Then, by pushing the pedal or pedals connected to that neck, it is only necessary to turn the Phillips head screws to adjust the strings to the new tuning for each pedal position.

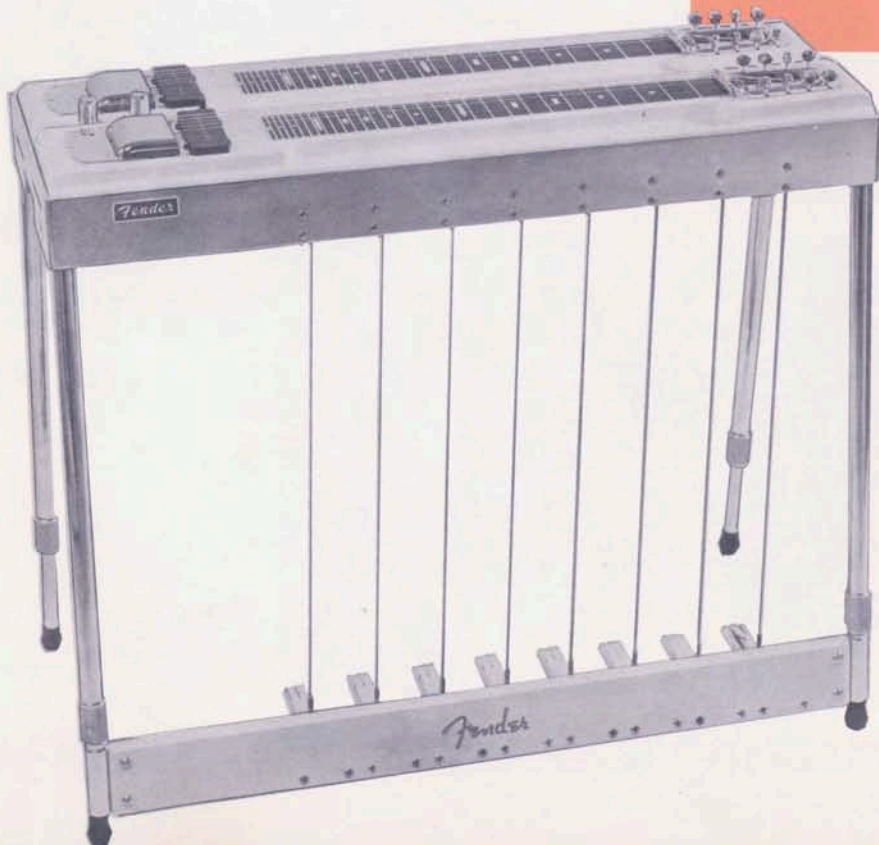
The Fender Pedal Guitar is a strikingly beautiful instrument, engineered to give long and trouble-free service. It consists of two necks each with a complete pulling head capable of raising or lowering each string as much as one and one half tones. Each neck has eight strings and the string length is 24½ inches. It features an advanced design pickup of outstanding musical quality not duplicated by any other pickup now on the market. The main body of the guitar is made of heavy white ash finished in a natural blonde. The fretboards are etched aluminum, filled with black enamel, providing beautiful contrast to the blonde finish and yet, they are easy on the eyes and do not reflect light, so that the frets are very pronounced and easy to see.

The guitar body is set in a three inch deep highly polished al-mag frame, which is a combination aluminum-magnesium alloy. This adds a high degree of rigidity to the instrument so that no de-tuning is experienced when the pedals are operated. The telescoping legs are made of heavy chromium plated seamless steel tubing. It is equipped with new style patent heads which are trouble free and easy to tune.

The instrument is extremely rugged and well built and will withstand the hardest professional use without failing. It is packed in two separate carrying cases to reduce the overall bulk and to divide the weight. In this manner, it handles very easily and it is a simple problem to carry it in the back seat or trunk of any car. The two cases take up very little room. The instrument can be assembled ready for playing or disassembled and packed in its case in less than two minutes time.

The Fender 1000 is available with ten pedals by special order. Two pedals can be added to the eight-pedal model at any time.

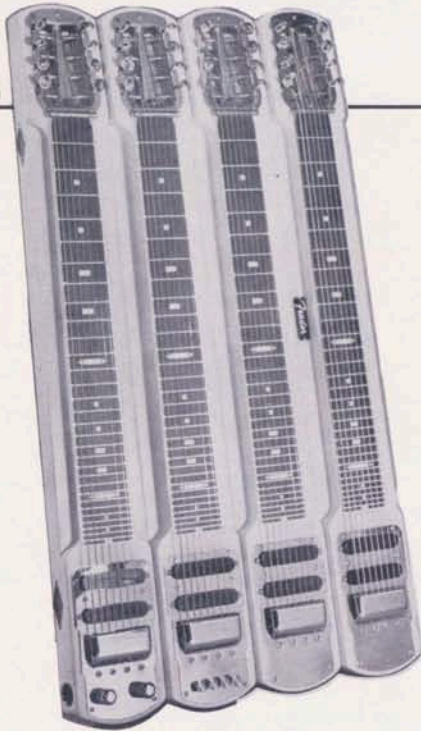
- New "sounds" in steel guitar arrangements . . . full chords and progressions . . . faster playing technique.
- Provides unlimited pedal tuning selections . . . eliminates "set" pedal tunings.
- Pedals may be used singly and in combinations.
- Requires only light pedal pressure.
- Made to withstand the hardest professional use.



LEON McAULIFFE

FENDER STRINGMASTER GUITARS

4 Neck 3 Neck 2 Neck



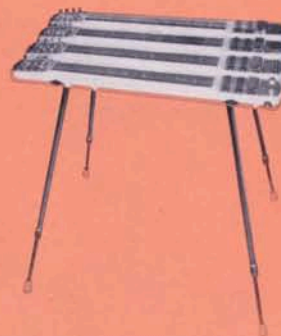
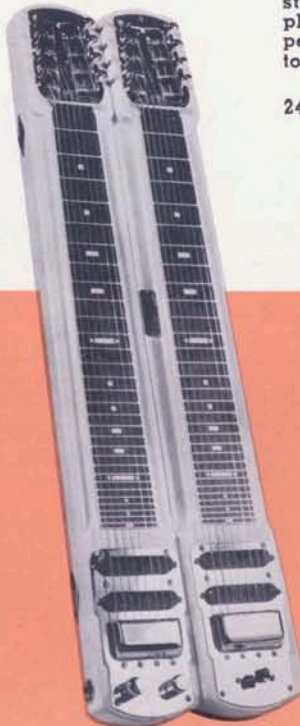
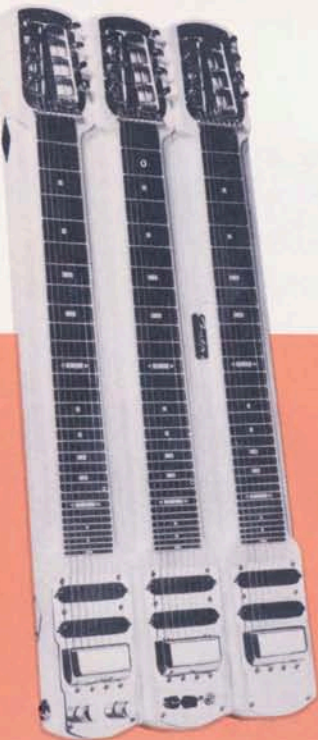
The Fender Stringmaster Steel Guitars represent the first major change and improvement in Hawaiian Steel Guitars since they were first electrified. Many radically new improvements are incorporated in this instrument, new easy to operate key winds, dual pick ups and a new system of switching and mixing the pick ups. This enables the player to obtain any tone from a low bass to a high staccato tone with one change of the tone control. This interconnection is a new development of the Fender Engineers, which is entirely different from anything yet manufactured. The pick ups are fully adjustable so that any tone balance can be achieved suiting the players needs.

Each neck is elevated, and the body is cut away along each side of the fret boards to provide ample playing clearance on all necks. This instrument 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 of these parts are precision machined which assures that they will provide long and satisfactory service.

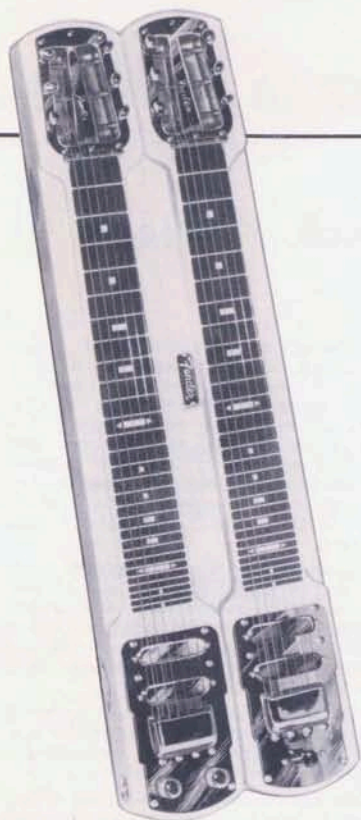
In addition to all of the other features, this instrument is fitted with an adjustable bridge in order that the intonation may be adjusted at any time to compensate for different string gauges assuring that the instrument will always be in perfect tune.

The fourth neck of this fine new instrument can be assembled with bass strings which will allow a tuning one or two octaves below the ordinary steel guitar tuning. Professional players who have used this combination find that they can develop many new sounds and effects which heretofore have been impossible on a steel guitar. This instrument completely obsoletes all other multiple-neck steel guitars now being produced and all professional performers will want one of these fine new instruments in order to compete on today's busy music market.

Fender Stringmaster Steel Guitars are available in 22½" and 24½" string length.



EDDIE BUSH



DUAL 6 PROFESSIONAL GUITAR

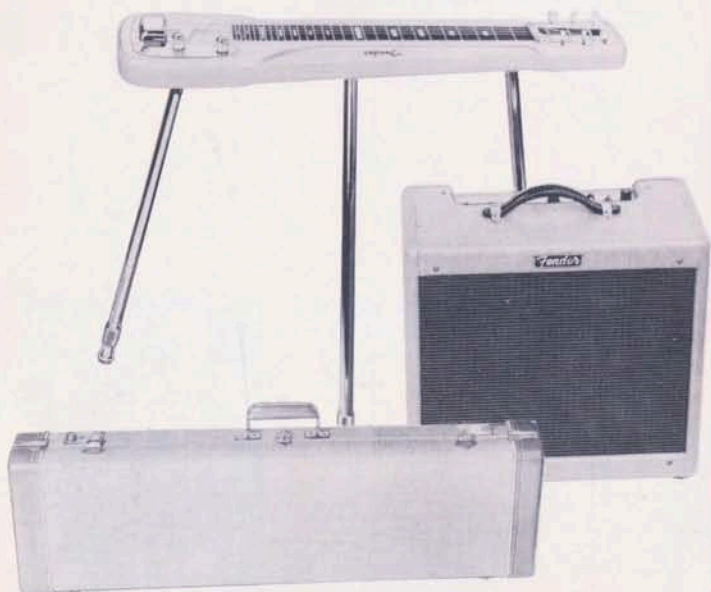
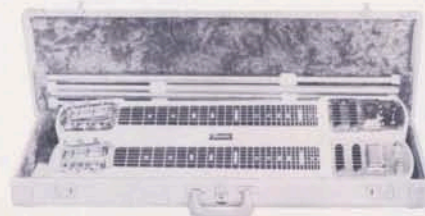
The new Fender Dual Six Guitar represents one of the finest additions to the Fender line of Fine Electric Instruments. It embodies the finest efforts of Fender design engineers to provide those features recommended by well known players and instructors.

The Dual Six is beautifully designed and meets the most exacting playing requirements. The second neck is raised to give proper playing clearance and a silent three-position lever switch is provided for selecting either bank of strings or simultaneous use of both necks.

This instrument employs two pickups on each neck. These pickups are adjustable to suit the individual's playing requirements. Also, a control located under each bridge provides for further balancing of the tone response of the two pickups on each neck. The bridge can be adjusted to compensate for variations in string gauges and insures perfect intonation.

The instrument is mounted on four telescoping legs, providing greater stability and, in addition, may be played from a sitting position or standing. It should be pointed out that each critical metal part is case hardened and designed to prevent ordinary wear and assures continuous long playing satisfaction.

The Fender Dual Six Guitar is ruggedly constructed to withstand the most rigorous treatment and its quality and tone are outstanding among present day 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 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" speaker and affords 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 making a matching set. Double stitched leather-bound ends protect the case. The inset locks and other hardware are of solid brass.

DELUXE 6 AND DELUXE 8 GUITARS

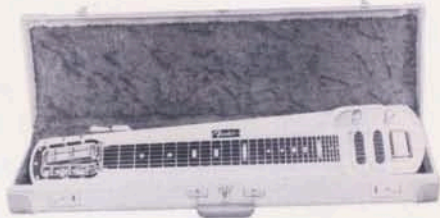
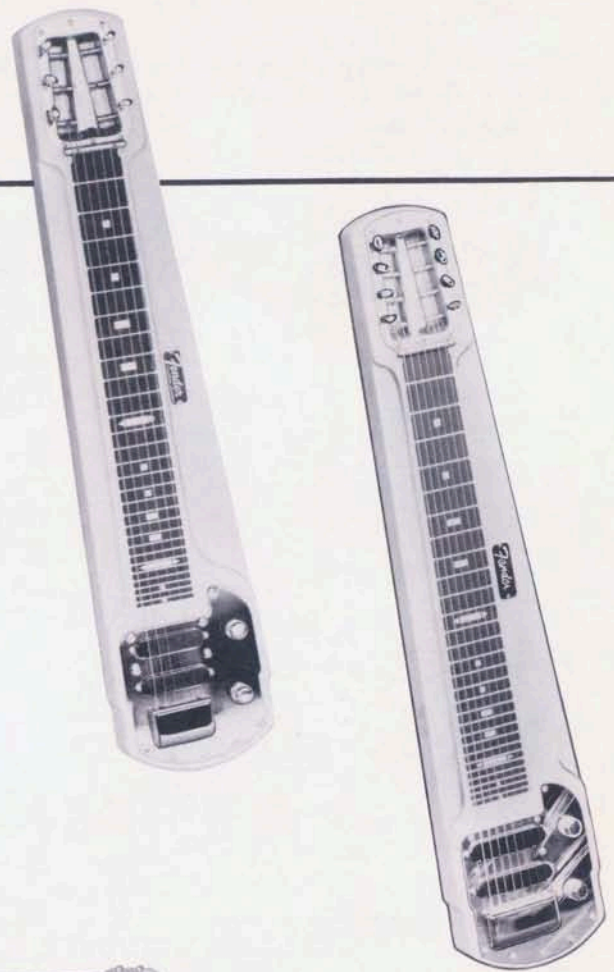
This Deluxe model guitar incorporates many special features which provide excellent playing qualities and unique body design for easier playing. It incorporates many of the same outstanding features found on the multi-neck String Master instruments.

The tone range of the Deluxe Guitar far surpasses that of other instruments and in addition, the two pickups are fully adjustable to provide the exact tone balance desired by the player. It has a control located under the chromed bridge cover, affording further balancing of the two pickups.

Besides these features, the Deluxe model guitar is fitted with the Fender adjustable bridge. With this bridge, correction of intonation variations resulting from different string gauges may be made, assuring perfect intonation and fretting at all times.

The Deluxe Guitar employs the well-known Fender notchless bridge and precision grooved nut made of case hardened steel. Strings are level at all times and string rattle is completely eliminated. This feature also affords the player more playing comfort due to the lessened need of heavy bar pressure.

The Deluxe model guitar is one of the finest instruments available and is highly recommended for both professional and non-professional use.



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.

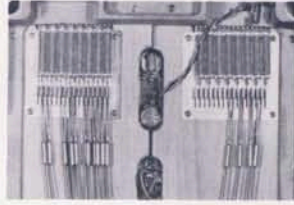
The Champ Amp is sturdily constructed of the finest cabinet design. The circuit provides extremely pleasing reproduction and the speaker is a fine quality permanent magnet type. It has two instrument inputs, volume control, jeweled pilot light and extractor type fuse holder. The amplifier covering is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

The guitar case is covered with the striped luggage linen matching the amplifier. It is of hardshell construction and has leather-bound and piped ends. The interior is lined with beautifully textured plush material.



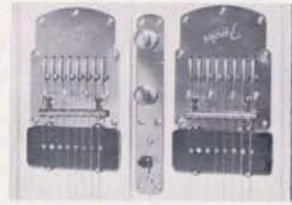
These additional features found on Fender Fine Electric Instruments represent the latest advancements known to the field of electric guitar design. They are extremely important to every player desiring the finest design features and playing qualities.

FENDER 1000 PEDAL STEEL GUITAR



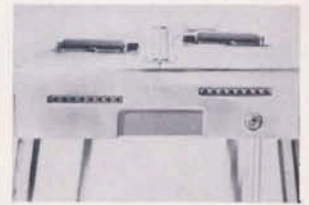
Bottom View of Pedal Tuning Assembly.

Thirty-sharpening and flattening levers allow raising and lowering of each string as much as one and one-half tones. Pedal tunings may be changed at any time by simply lifting the cable loops off the levers in use and positioning them on the desired levers.



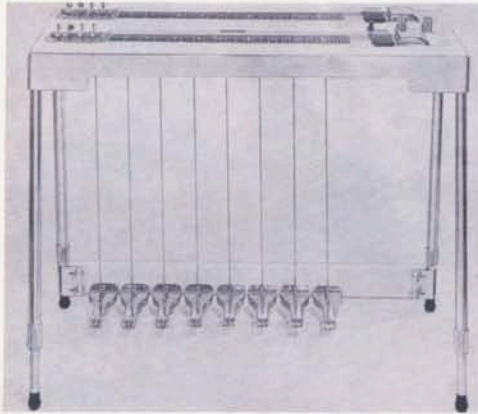
Top View of Tuning Assembly (Bridge Cover Removed)

Extended range pickups are fully adjustable for string balance. Tone and volume controls are elevated for easy use. Two longitudinal bridge screws provide adjustment for perfect fretting and string intonation.

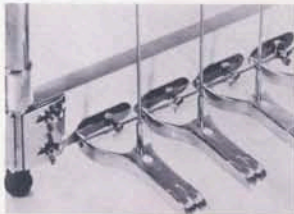


Pedal Tuning Adjusting Screws

Readily accessible, these 32 stop-screws accurately tune the pedal actuated strings. They are recessed in the frame preventing detuning and once set, further tuning is not required except normal checking of the basic tuning.

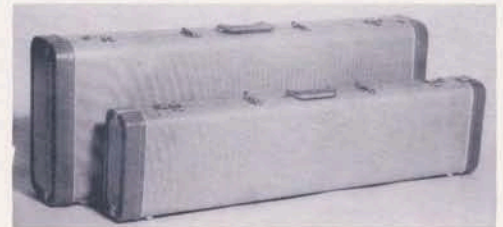


Aluminum-Magnesium alloy frame is practically indestructible. It provides a far greater degree of rigidity precluding detuning when pedals are used, and it receives the instrument body in such a way that temperature changes have no detuning effects. All metal parts subject to wear are of case-hardened steel. Top mounted parts are heavily chrome-plated.



Pedal Board Assembly

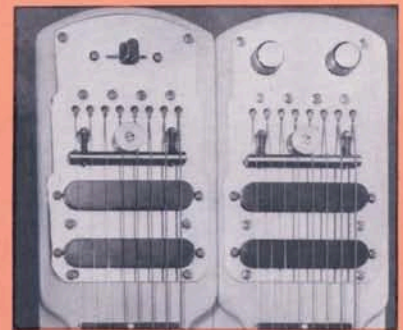
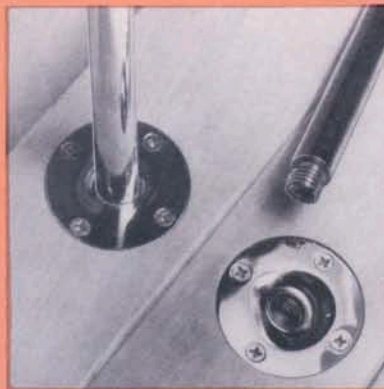
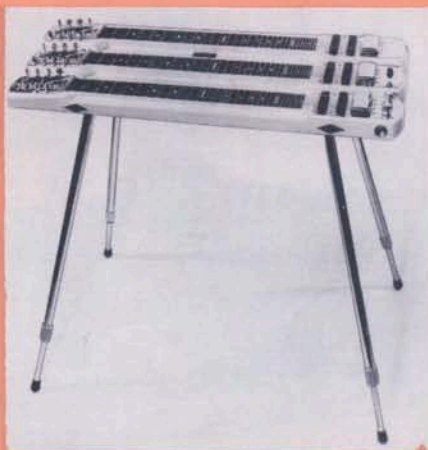
Pedals are adjustable to playing height desired and pull-rods may be adjusted for proper tension. Only light pedal pressure is used for pedal tunings.



The Fender 1000 Pedal Guitar is conveniently carried in two cases, and may be stored in the auto trunk or back seat. The entire instrument may be set up or disassembled in three minutes' time. Cases are ruggedly made and beautifully finished with plush lined interiors and durable striped airplane luggage covering.

FENDER STRINGMASTER GUITARS

Precision made patent heads employ steel and brass gears. These gears take tremendous string pull and hold string tunings at all times. The nut is of case hardened steel, precision grooved. Instrument body is hard ash, beautifully finished in natural blonde or dark. Necks are elevated for fast playing action. Top mounted parts are heavily chrome plated for lasting beauty and parts subject to mechanical wear are of case hardened steel.



Top View of pickup and control mounting plate.

A. Pickup adjusting screws permit variable string tone balance to suit the player.

B. Case hardened steel bridge: Strings are always level, eliminating string rattle. Two longitudinal bridge screws permit adjustment of bridge for accurate fretting and string intonation. Special bridge widths are available as follows—

DISTANCE FROM 1st TO 8th STRING	
Narrow	2 7/16"
*Average	2 5/8"
Wide	2 3/4"

*Supplied with instrument

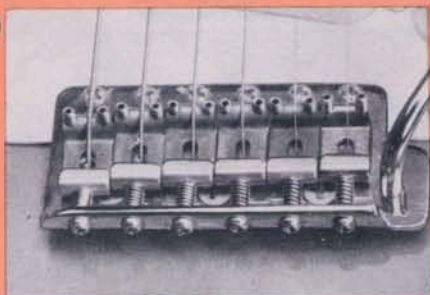
C. Pickup mixing control located under each bridge cover permits balancing of tone response of the two pickups.

D. Properly positioned neck selector switch allows individual neck selection or can be set for all necks to be "on" simultaneously.

Fender Telescoping Legs are made of the finest steel, centerless ground and heavily chrome plated. Exclusive clutch-grip assembly prevents slippage. Heavy duty threads provide extra rigidity. The inset leg flanges are chrome plated, case hardened steel and are mounted on the body by four heavy wood screws.

An explanation of additional features to be found on Fender electric standard guitars and the Fender Precision Bass.

FENDER ELECTRIC GUITARS



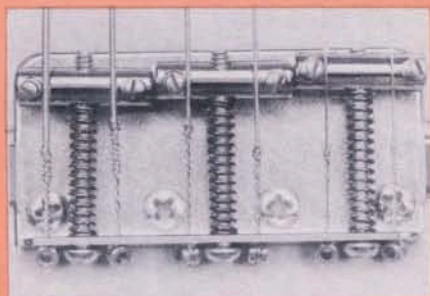
Stratocaster Mechanical Bridge: This unit assures perfect string intonation and fretting by means of individual bridges for each string. Each bridge adjusts to accurate string length and may be raised or lowered for custom string action.



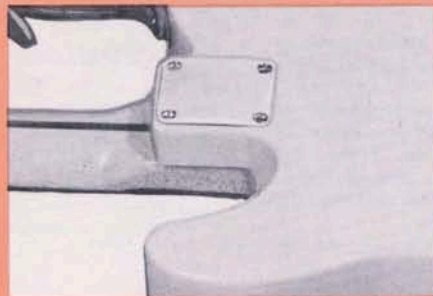
Modern Head Design: Provides straight string pull with tuning keys on one side for easier tuning. Safety string posts use brass and steel non-slip gears.



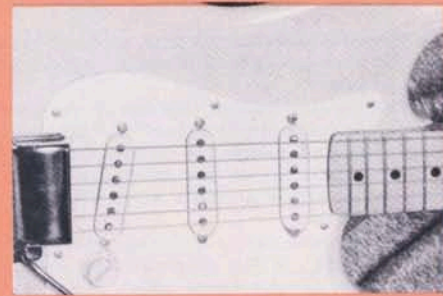
Adjustable Neck Truss-Rod: Adjustable neck reinforcing truss rod prevents warping and assures proper neck alignment and level frets. Adjustment is simple, though seldom if ever necessary.



Micro-adjustable Bridge: Used on the Telecaster, Esquire, Duo-Sonic and Musicmaster guitars. Three longitudinal screws adjust string length for true string intonation and fretting and six elevating screws adjust string heights for comfortable fast playing action.



Neck Anchor Plate: Extremely rigid guitar construction includes use of this tempered steel neck anchor plate. Neck is securely positioned . . . will not loosen or wobble.



Adjustable Pickups: Each of the Fender pickups are so mounted that any desired string balance is easily obtained by resetting the Phillips screws at each end of the pickups.

In addition to all these features, each Fender electric standard guitar employs modern cut-away body styling providing convenient ac-

cess to the highest of the 21 frets. These frets are accurately positioned for the most perfect noting.

FENDER PRECISION BASS

Inasmuch as the technique used in playing the Precision Bass is like that of a guitar, this instrument employs many of the same outstanding features found on Fender standard guitars. The incorporation of these features, plus the remarkable design features employed, have made the Precision Bass the finest instrument of its type in the music field.

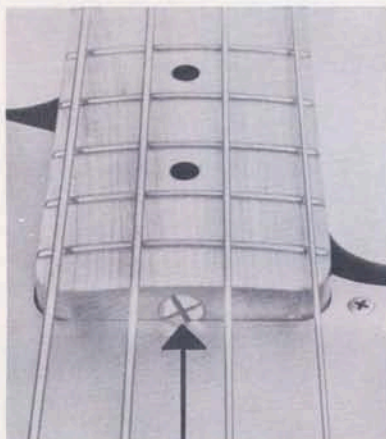
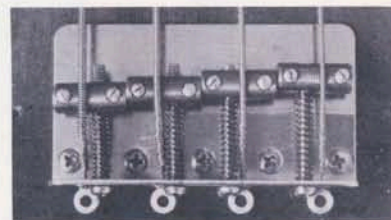


Photo shows adjustable tension rod which reinforces the slender fast-action neck. This rod maintains level frets at all times, and prevents warping. New type bass pickup located under the bridge cover provides rich bass response, and is adjustable for desired string balance.



Micro-Adjustable Bridges: These new individual string bridges are located under the bridge cover. String length and string height of each string may be individually adjusted, providing for proper noting and finest action for every position.



Modern Head Design: Easier access to the tuning keys is provided by this design. Straight string pull also makes tuning easier. Chrome plated heavy duty patent heads are geared for accurate tuning and will not slip.

THE STRATOCASTER

The Fender Stratocaster Guitar is engineered to give the player every possible playing advantage. The many remarkable design features incorporated in the Stratocaster, including many "Fender Firsts," have resulted in making it the choice of many of the country's leading musicians. It features the advanced neck design, the contoured curves of the body, the improved adjustable pickups, the new method of tone control, the mechanical bridge, the surface mounted plug receptacle, and one of the most outstanding Fender developments—the exclusive Fender built-in tremolo.

The Stratocaster introduces the new contoured body design which offers considerably greater playing comfort. This is accomplished by curving and relieving the guitar body so that it snugs into the body of the player. Also, the front of the guitar is dressed away, providing a firm, comfortable arm rest.

The full professional tone of the Stratocaster has been long sought after by critical players, and far surpasses that of other instruments.

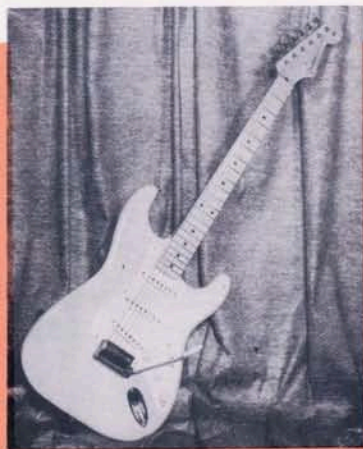
The Fender built-in tremolo is the answer to every player's desire for a simple fool-proof and extremely effective method of obtaining any degree of tremolo one might desire. When the tremolo effect is not required, the tremolo lever swings completely out of the player's way. This is yet another remarkable "Fender First."

The Stratocaster is truly an artist's guitar, combining all the fine features of the original Fender solid body guitar plus many new developments which make it the most advanced instrument on the market. These are some of the features you get in a Stratocaster:

1. New comfort contoured body
2. Deep cutaway for ease of playing fast, high notes.
3. Improved pickups.
4. All three pickups individually adjustable for string balance or desired amount of bass or treble.
5. Patented adjustable bridge for each string.
6. String action fully and individually adjustable on each string.
7. Fretting on each string adjustable — quiter never out of tune.

8. New method of tone control and mixing of pickups.
9. New recessed plug receptacle, mounted in front of guitar for easy access and long cord life.
10. Highly shielded pickups for less noise from lights, signs, etc.
11. Truss Rod reinforced neck — easily adjustable, never warps.
12. Safety string posts with steel and brass gears (non-slip).
13. Keys on one side for ease of tuning.
14. Slim fast neck.
15. Perfect balance.
16. Very light weight.
17. Heavy chrome plating.
18. Beautiful sunburst finish.
19. Heavy top grain leather strap and pad.
20. Complete customer satisfaction guarantee.

The Stratocaster is available in custom colors or blonde finish at an additional 5% cost. It is also available with or without tremolo.



TELECASTER AND ESQUIRE MODEL

The Telecaster dual pickup and Esquire single pickup guitars are among the most popular models in the entire electric Spanish guitar field. These instruments feature a new style construction which vastly improves their usability. A new type one piece neck is reinforced with an adjustable tension rod which provides a means for keeping the neck perfectly straight. This new slender neck is a great aid to easy fretting and fast action, and it is replaceable by the owner in a matter of a few minutes—thus eliminating costly and time consuming repairs. The body of these outstanding instruments is designed to provide easy accessibility to the entire length of the neck, thereby making it possible to play full chords up to the very end of the fret board. Because the bodies of these guitars are solid there is no acoustic cavity to resonate and to cause the troublesome howl known as feedback, and can be played at extreme volume for this reason. The pickups on these guitars are fully adjustable allowing one to get any desired tone response and in addition to this there is a full range tone control. A three position tone change switch is provided which allows instantaneous changes from a sharp ringing "take off" or "lead" tone to a very soft "rhythm" tone. These guitars feature the new adjustable Fender bridge which is the answer to every guitar players desire to be able to change the action and intonation of his instrument. With this new bridge the player can adjust each string for height from the fret board and for length thereby obtaining perfect intonation and affording each player his own individual touch. The necks of these guitars are made of clear hard maple and the body is made of fine clear blond hardwood. The instrument is trimmed with a white pick guard and all of the metal parts are heavily chrome plated. Each guitar is furnished with a beautiful top grain adjustable leather strap.

The Fender "Telecaster" and "Esquire" guitars are truly great instruments and one which all guitar players will want.

Telecaster and Esquire guitars are available in custom color finishes at an additional 5% cost.

Case—Moulded, plush lined, covered with Dupont "Hair Seal," very rich appearance.

Bag—Plastileather, padded guitar bag, durable and serviceable.



JIMMY BRYANT



"Telecaster"

"Esquire"

DUO-SONIC AND MUSICMASTER THREE-QUARTER SIZE GUITARS

The Duo-Sonic dual pickup and Musicmaster single pickup $\frac{3}{4}$ size guitars are the latest in design and styling of instruments of their kind. Each one is especially designed for the adult and young musician with small hands. The playing characteristics of these instruments are such that they represent the finest guitars of their type on the musical market today. The specially designed neck facilitates easier fretting and faster action. In addition, this one-piece neck not only is reinforced with an adjustable tension rod which maintains perfect neck alignment, but it is also easily adjustable. The neck is easily replaceable by the owner and this feature in itself will eliminate costly and time-consuming repairs. The high fidelity pickups on these instruments are fully adjustable and will provide any desired tone response. Both guitars have a full range tone control and, in addition, the Duo-Sonic Guitar is provided with a three-position pickup selector switch which affords instant changes from lead tone to soft rhythm tone. String action can be varied to suit the individual player with the string height adjustments located under the chrome bridge cover. Also, string length can be adjusted to insure perfect intonation. The guitar body features the modern cutaway design for ease of playing all 21 frets. The modern head design aligns the tuning keys so that there is direct string pull permitting easier and more accurate tuning. The instruments are trimmed with gold-finished pickguards and chrome controls and bridge cover. The Duo-Sonic and Musicmaster $\frac{3}{4}$ size guitars are truly outstanding instruments in their price range and will provide top performance for all those musicians desiring the finest in $\frac{3}{4}$ size instruments.



ELECTRIC MANDOLIN

The new Fender Electric Mandolin is the most outstanding instrument of its type on today's musical market. Its true mandolin tone and modern design features are the result of much effort on the part of Fender engineers to provide in this instrument all those features recommended by leading mandolin players.

The Fender neck is graduated to provide both fast and comfortable playing action and all twenty-four frets are each accurately positioned for true string noting. In addition the cut-away design affords effortless playing of the top frets.

The solid wood body is beautifully finished and the extremely attractive appearance of this instrument is enhanced by the polished metal pick guard, chromed controls and bridge cover. Tone and volume controls do not interfere with playing and are positioned for easy access.

In addition to all of these features, the Fender micro-adjustable bridge provides for separate adjustment of both string height from the fret board and string length. These adjustments assure string action that will suit the individual player and perfect intonation of each string. String tone balance may also be varied with the elevating screws at each end of the pickup.

The Fender Electric Mandolin is truly an artist's instrument featuring only the latest developments in electric instrument design, and as a result, it is to be found in the instrumentation of a great many of the country's outstanding musical organizations.



PRECISION BASS

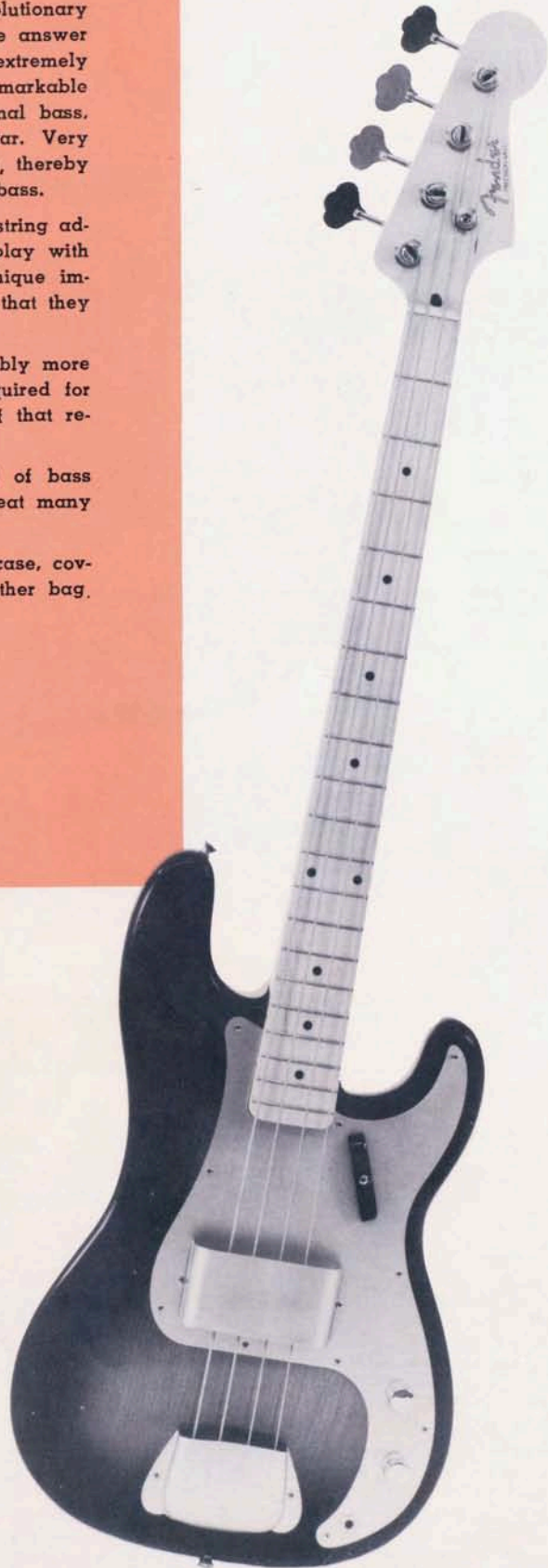
The new four string Precision Bass is one of the most revolutionary instruments to make an appearance in many years. It is the answer to every bass player's desire for a portable instrument of extremely fine tone quality, plus playing ease and comfort. This remarkable new instrument is infinitely easier to play than a conventional bass, inasmuch as the technique is like that used in playing a guitar. Very little string action is required to obtain full rich bass volume, thereby eliminating the effort that went in to playing the old style bass.

The neck of this instrument is slender and fretted and the string adjustment is close to the frets, thus enabling the player to play with greatly increased speed. Most players find that their technique improves very rapidly with the use of this new instrument and that they can play considerably more difficult work than ever before.

With the Precision Bass it is possible to obtain considerably more volume than with a conventional instrument. The space required for storage or carrying of this instrument is approximately $\frac{1}{6}$ of that required for the old type bass.

The Fender Precision Bass opens an entirely new field of bass playing, and already they have become stock items in a great many of the nation's top musical organizations.

Available as an accessory is a fine molded plush lined case, covered in Dupont "Grain Hair Seal," or a padded plastic leather bag.



NAPPY LAMARE

These are the outstanding Fender features which have made Fender Fine Electric Instruments tops in their field.

LOCK JOINTED CORNERS STRONGER THAN THE WOOD ITSELF — 3/4" SOLID STOCK CABINET

CONVENIENT GROUND SWITCH TO ELIMINATE LINE NOISE OR HUM RESULTING FROM IMPROPERLY POLARIZED AC LINE

HEAVY DUTY — HIGHLY IMPREGNATED TRANSFORMERS WITH HIGH SAFETY FACTOR

STANDBY SWITCH ALLOWS TUBE FILAMENTS TO BE HEATED AND READY FOR INSTANT USE — PROLONGS TUBE LIFE

PRESENCE CONTROL — A "FENDER FIRST" PROVIDING BRILLIANCE AND REALISTIC QUALITY TO THE HIGH FREQUENCY RANGE

SEPARATE TREBLE, MID-RANGE AND BASS BOOST CONTROLS, AUGMENTED BY PRESENCE CONTROL, PROVIDE WIDE RANGE FREQUENCY REPRODUCTION. SEPARATE VOLUME CONTROLS PROVIDE FOR VOLUME SELECTION FROM ZERO TO FULL POWER.

HIGHEST GRADE AIRPLANE LUGGAGE LINEN COVERING — WASHABLE AND ABRASION RESISTANT

TOP MOUNTED CHASSIS FOR CONVENIENCE AND CLEANLINESS — CHROME PLATED FOR BEAUTY & DURABILITY

COPPER PLATED INTERIOR OF CHASSIS FOR RUST PREVENTION AND TIGHT SOLDER JOINTS

ONLY HIGHEST GRADE COMPONENT PARTS USED

EXTENSION SPEAKER JACK

TUBES SHOCK MOUNTED IN RUBBER FOR LOW NOISE AND RESISTANCE TO MICROFONICS

HEAVY DUTY JENSEN P. M. SPEAKERS — LOW DISTORTION FACTOR

AMPLE STORAGE SPACE FOR FOOT PEDAL, EXTENSION CORDS, MUSIC, ETC.

SPHINX GLIDES — CASE HARDENED FOR SHOCK MOUNTING AND LONG WEAR

NOTE: PHOTO OF FENDER BASSMAN AMPLIFIER WITH BACK CHASSIS PANEL REMOVED. REFER TO FENDER CATALOG AND AMPLIFIER SPECIFICATION SHEET FOR TECHNICAL CHARACTERISTICS OF EACH FENDER AMPLIFIER MODEL.

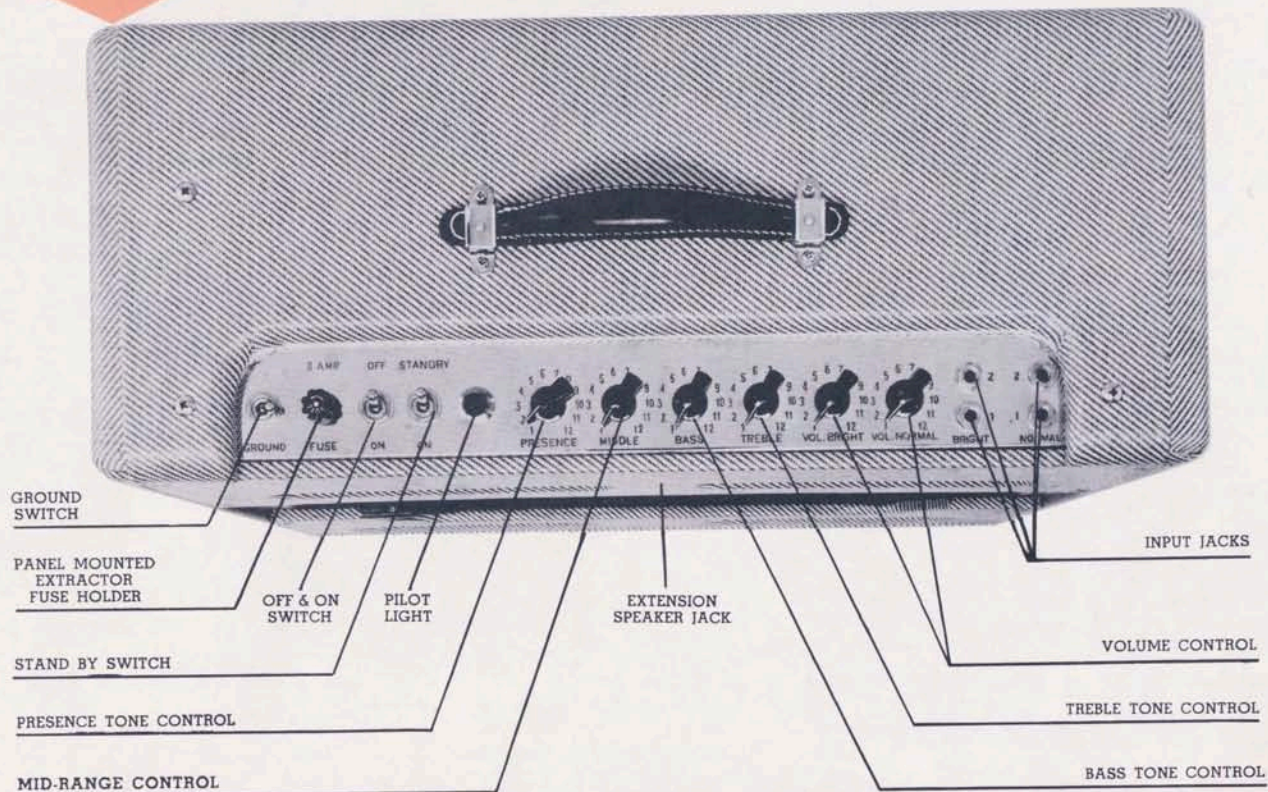
GOOD ADVICE

When one is considering the purchase of an amplifier, there are several things to be considered. First, what amplifier will adequately handle the job for which it is intended; how much power is required; how many input jacks and what flexibility of tone may be necessary. After these facts are determined, then it is wise to search the market and compare amplifiers of like price classifications. Make certain that all the features are available in the amplifier you purchase. Check the various design characteristics of each against the other to determine which is the better constructed and which will evidently give the best performance. If possible, check the components, such as the power and output transformers; the size and weight of the speakers and any other features that are readily compared. Normally, the amplifier with the largest components and the most weight represents the best dollar value. Then too, one should determine whether the amplifier is constructed for continuous duty or if, under prolonged useage, it may heat badly and perhaps cause a malfunction.

Mechanical ruggedness is demanded of any musical instrument amplifier and one should examine the physical characteristics of each before making a decision. Finally, one should compare the overall tone quality and the amount of volume obtainable without distortion. The amplifier that meets all of the rugged qualifications set forth is the amplifier that you as a customer should purchase. We have every reason to believe that Fender Amplifiers are without comparison in their respective price classes and we sincerely invite this rugged inspection and testing, in order to prove Fender's superiority. Your Fender Amplifier is guaranteed to give complete customer satisfaction. This guarantee can be verified by checking with the owner of any Fender Fine Electric Instrument. Superior quality plus unlimited guarantee has made the Fender name tops on today's market.

EXPLANATION OF FEATURES FOUND ON FENDER AMPLIFIERS

In many instances, space does not permit elaboration on the outstanding features found in Fender amplifiers. It is the purpose of this page to explain these features in detail. The explanation can then be applied to the various amplifiers on which these features are found.



GROUND SWITCH

This switch performs the same operation as removing the plug from the wall and turning it half over, an act often necessary when confronted with line noise or hum resulting from an improperly polarized AC line. A flick of the switch is all that is required to rectify this condition.

PANEL MOUNTED EXTRACTOR FUSE

Fuse is easily accessible from the top of the panel. No need to remove back panel or in any way open the chassis of the amplifier as is common in many amplifiers.

ON-AND-OFF SWITCH

Turns the amplifier on and off.

STAND-BY SWITCH

Another Fender "first" which allows the filaments of the amplifier to be heated and ready for instant use, thereby prolonging tube life and at the same time, the amplifier can be made inoperative during the rest periods or lulls in recording sessions, etc., without actually turning the filaments off. A very fine feature found in few competitive models.

PILOT LIGHT

Indicates when amplifier is turned on.

PRESENCE CONTROL

Another Fender "first" in tone controls, providing a brilliance and realistic quality in the high frequency range heretofore unobtainable in any other amplifier. No change in tone will be noticed when lower frequency sounds are being reproduced, but the additional width of tone that this control provides, particularly in the higher frequencies, will make it a standard on all musical instrument amplifiers in the future.

BASS CONTROL

This control provides a considerable of bass boost or attenuation, allowing the individual player to select his own requirements as to bass response.

MID-RANGE TONE CONTROL

This control provides additional boost to the mid-frequencies. It enables the player to balance the response over the entire frequency range when used with the treble and bass boost controls. This is another Fender first provided to assure the finest quality amplification possible.

TREBLE CONTROL

This control provides extreme widths of treble reproduction, allowing tailoring of the high frequency with respect to the needs of the individual performer. Its use is augmented by that of the Presence Control.

VOLUME CONTROLS

Provide any volume setting from zero to full power output. When marked #1 or #2, they indicate the input jacks for which they control the volume.

INPUT JACKS

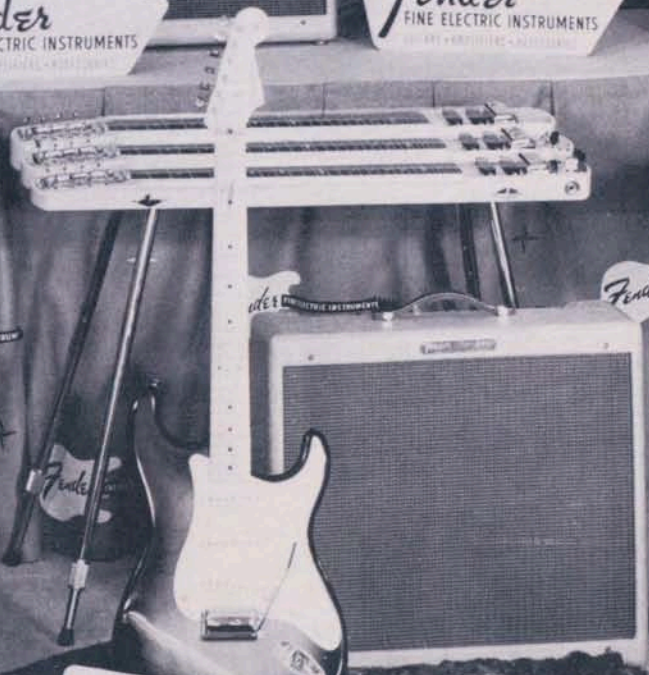
Provide accessibility to the amplifier for one or more instruments. In the case of amplifiers with jacks marked #1 and #2 where only one instrument is being used, it should always be plugged into the #1 jack. The second instrument can then be used in the #2 jack. In some Fender Amplifiers, one set of jacks may be marked "Bright" and another set "Normal." This refers to their particular tone shadings.

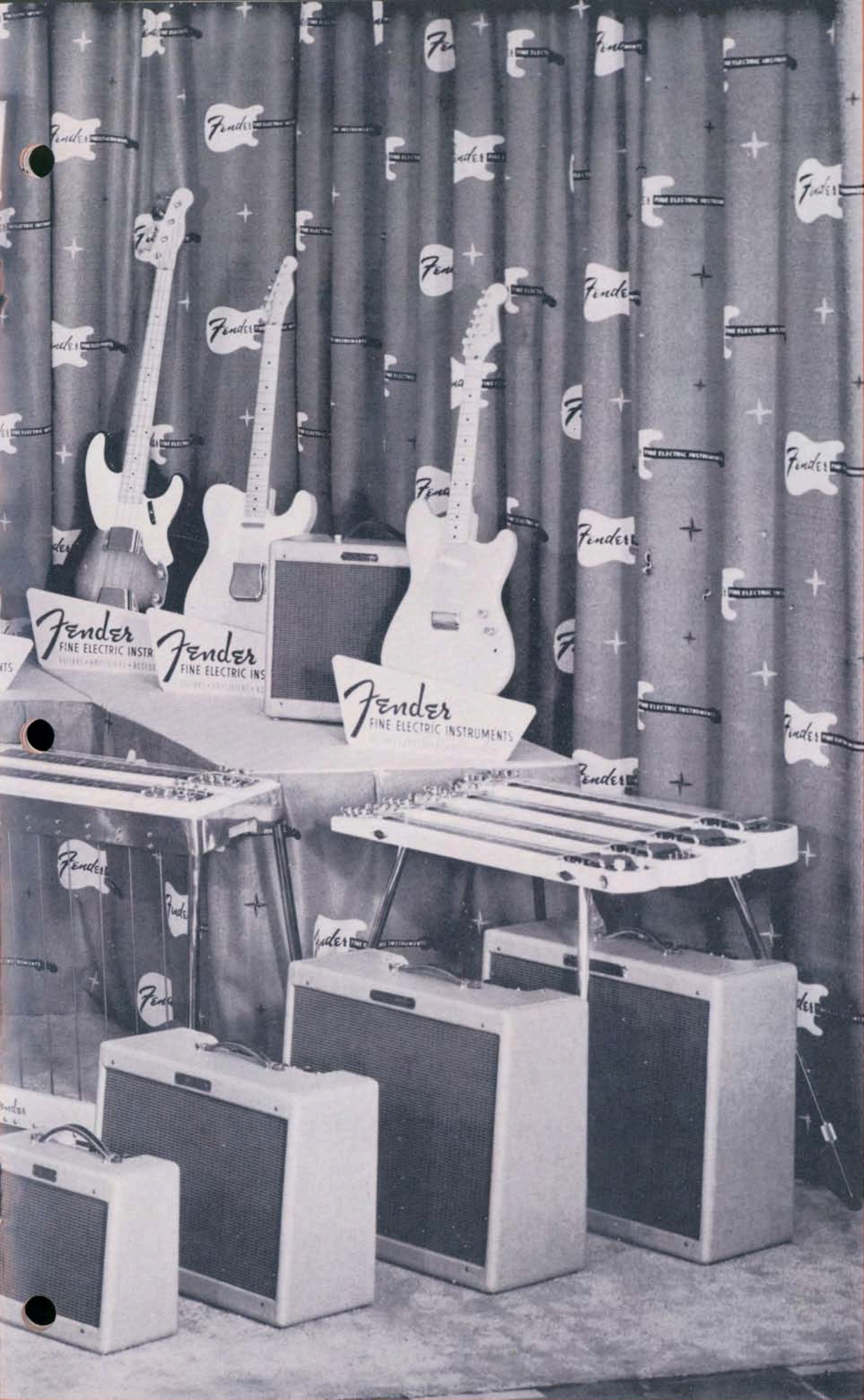
EXTENSION SPEAKER JACK

Found in the center of the underneath side of the chassis between the tubes, providing instant connection to a second permanent magnet speaker such as the Fender 12" or 15" extension speakers. A great aid in providing ample coverage in difficult playing areas.

Fender

FINE ELECTRIC INSTRUMENTS	
GUITARS	STRINGS
AMPLIFIERS	ACCESSORIES





LOOK
TO
FENDER
FOR
THE
FINEST



TWIN AMP

The Fender Twin Amp is an Amplifier featuring the latest in electronic advances plus offering physical advantages over any single speaker amplifier.

It is capable of tremendous distortionless power and wide range tone characteristics which make it the favorite of top-flight musicians.

The Twin Amp is housed in a beautiful three-quarter inch solid stock, lock jointed cabinet, covered with the highest grade airplane luggage linen. It employs two heavy duty 12" Jensen speakers which greatly improve the overall sound distribution as compared to the usual single speaker amplifier.

It is recommended where extremely high fidelity sound is required at high volume, and is truly one of the finest musical instrument amplifiers made.

Features of this fine unit include: a top mounted chrome plated chassis on which are mounted the following controls: ground switch, "On" and "Off" switch, stand-by switch, bass treble and presence tone controls, two separate volume controls and four input jacks. It also features a panel mounted pilot light and a top mounted extractor type fuse holder.

Tubes used are three 12AY7, one 12AX7, two 6L6G, two 5U4G. Four of the tubes employed are dual purpose tubes making it the equivalent of a 12 tube amplifier.

This amplifier is recommended for any high quality amplified musical instrument purpose.

Size: 20½" high, 24" wide, 10½" deep.



BASSMAN AMP

The Bassman Amplifier is believed by most players to be the finest amplifier produced for the reproduction of low bass frequencies. And today it has been brought up to date with the incorporation of the latest advancements in amplifier design. While its characteristics have been designed to accommodate string bass, at the same time, it makes an excellent amplifier for use with other musical instruments. It is truly a most flexible unit.

It has been engineered to handle the low powerful bass notes without distortion and to reproduce the bass tones in their true form. It is ruggedly constructed to withstand the tremendous pounding it receives in its usage.

The Bassman Amplifier incorporates another Fender First—the mid-range control which provides brilliance to the mid-frequencies and is used in conjunction with the treble and bass boost controls. Every player will readily notice the fullness and balance of tone through the audible frequency range with the use of this control.

This amplifier features the Fender solid stock lock jointed cabinet, covered with brown and white striped airplane luggage linen. It has the famous top mounted chrome plated chassis featuring the following controls: ground switch, "On" and "Off" switch; stand-by switch; bass; mid-range, treble and presence tone controls; and four input jacks. It employs four heavy duty 10" Jensen PM speakers.

Tubes used: two 5881, one 83, one 12AX7, two 12AY7. This amplifier will produce tremendous high fidelity audio power and is truly one of the most versatile musical instrument amplifiers on the market.

Size: 23" high, 22½" wide, 10½" deep.



BAND MASTER AMPLIFIER

This is another high performance Fender Amplifier suitable for any professional amplification, and recommended where a high performance at moderate cost is important. The Bandmaster Amplifier features the latest in electronic design.

It is the same high quality cabinet found on all Fender Amplifiers. It is a three-quarter inch solid wood stock with the extra strong lock jointed corners. It is covered in the brown and white diagonal stripe airplane luggage linen, which has been found to be extremely durable and abrasion resistant.

It features the Fender top mounted chrome plated chassis with the following controls: ground switch, "on" and "off" switch, stand-by switch, bass, treble and presence tone controls, two separate volume controls and four input jacks. It also has a "Bulls-Eye" pilot light and extractor type panel mounted fuse holder. It employs three heavy duty 10" Jensen permanent magnet speakers.

The flexible tone control system of this amplifier makes it extremely useful for any electric musical instrument.

Another feature which will be found to be very useful is an extension speaker jack which is accessible on the underside of the chassis providing an instant connection for a separate or remote speaker.

Tubes used are one 12AY7, two 12AX7, two 6L6G, one 5U4G. Three of these tubes are dual purpose tubes giving it the equivalent of nine tubes.

Size: 21 $\frac{1}{4}$ " high, 22 $\frac{1}{2}$ " wide, 10 $\frac{1}{4}$ " deep.

PRO-AMP

This is the amplifier which has become a standard in the musical world. It has been in use for a number of years and has proven itself by its many durable performances throughout the years the Pro Amp has been on the market. It has been constantly changed and brought up to present day standards until today it represents the most modern circuitry possible. It is capable of excellent power and fidelity and has proven itself as a favorite among all classes of players.

The Pro Amp features the solid wood lock jointed cabinet, covered in brown and white striped airplane luggage linen. It features the top mounted chrome plated chassis with the following controls: bass, treble and presence tone controls, two volume controls, four input jacks, ground switch, on-and-off switch, and stand-by switch. It employs a heavy duty 15" Jensen speaker and is capable of producing considerable power without distortion.

It features the extension speaker jack mounted on the chassis providing instant connection for a separate or remote speaker. This is a fine feature which many professional players are using.

Tubes used: two 12AY7, one 12AX7, two 6L6G, one 5U5G. Three of these tubes are dual purpose tubes making it the equivalent of a nine tube amplifier. It produces high quality audio power and is truly an exceptional buy in its price class.

Size: 20" high, 22" wide, 10" deep.



SUPER AMP

This extremely popular amplifier has found wide-spread use among all classes of players, it being especially suited for broadcast and recording use. It features the solid lock jointed cabinet covered with brown and white diagonal stripe airplane luggage linen.

It has the chrome plated top mounted chassis with the following controls: ground switch; on-and-off switch; bass, treble and presence tone controls; two separate volume controls; stand-by switch; and, four input jacks. It also has the jewel pilot light and the panel type extractor fuse post.

In addition, it features the extension speaker jack which is mounted on the chassis providing instant connection for a second or remotely operated speaker. It employs two 10" heavy duty Jensen permanent magnet speakers, and its power and tone leave nothing to be desired.

Tubes used: one 12AY7, one 12AU7, one 12AX7, two 6L6, one 5U4G. Three of these tubes are dual purpose tubes making it the equivalent of a nine tube amplifier. It produces high fidelity audio power and is truly one of the finest amplifiers available in its price class.

Size 18½" high, 22" wide, 10½" deep.



TREMOLUX AMP

The Fender Tremolux Amplifier is one of the newest of the Fender amplifier family. It incorporates the latest type electronic tremolo circuit. This tremolo circuit should not be confused with others of the past inasmuch as it provides greater ranges of both speed and depth than any previous type. It is a most remarkable performer in its price class.

It includes the following outstanding features: the durable, solid stock Fender cabinet with diagonal stripe brown and white airplane luggage linen. It has the top mounted chrome plated chassis with the following controls: "On" and "Off" switch, tremolo depth control, tremolo speed control, full range tone control, two volume controls, and four input jacks. It also has the "Bulls-Eye" pilot light and the extractor type panel mounted fuse holder.

It features an extremely heavy duty 12" Jensen speaker and comes complete with a tremolo foot control switch. One must hear this amplifier in use to appreciate its versatility and wonderful tone.

Tubes used: one 12AY7, two 12AX7, two 6V6GT, one 5U4G. Three of these tubes are dual purpose tubes making it the equivalent of a nine tube amplifier.

Size: 20" high, 22" wide, 10" deep.



DELUXE AMP

This amplifier is as modern as tomorrow and will give long lasting satisfaction to the user. It is beautifully styled and covered in the finest airplane luggage linen. The case is particularly rugged, yet exceptionally pleasing in appearance.

This amplifier is outstanding in its class and embodies the following features: Top mounted chrome plated chassis, heavy-duty 12" Jensen speaker, panel mounted, on-and-off switch, ground switch, extractor type panel mounted fuse holder, bulls-eye pilot light, tone and volume controls and four input jacks. It also has an extension speaker jack mounted on the chassis and wired ready for instant use. Tubes used are one 12AY7; one 12AX7; two 6V6GTs; one 5Y3GT. Two of these tubes are dual purpose tubes, making it the equivalent of a seven tube amplifier.

It produces clean audio power and it is extremely quiet and free from hum or noise of any type.

Size: 16¾" high, 20" wide, 9½" deep.

VIBROLUX AMP

This remarkable amplifier makes available an advanced tremolo circuit design which assures outstanding performance characteristics and design features at a conservative price. In addition to the latest circuit design, the Vibrolux Amplifier employs a Jensen heavy duty 10" speaker for the finest reproduction. It incorporates all the necessary controls for providing full tremolo effect. These controls include tremolo speed control, tremolo depth control, volume control, tone control, three input jacks, on-and-off switch, jeweled pilot light, and extractor type fuse holder. All of these controls are located on the top-mounted chromed chassis. The tremolo action can be remotely actuated with the foot control switch which is included with the Vibrolux Amp.

Tubes used are two 6V6, two 12AX7, one 5Y3. Two of these tubes are dual purpose, giving the amplifier the equivalent of seven tubes.

Size: 16 $\frac{3}{4}$ " high, 20" wide, 9 $\frac{1}{2}$ " deep.



HARVARD AMP

The Fender Harvard Amplifier is one of the most recent amplifiers to be added to the Fender line of fine electric instruments. It is designed to provide excellent quality amplification at an economical price. It employs a heavy duty 8" Jensen Concert Series speaker. The amplifier circuit is capable of producing remarkable volume at low distortion and will provide long, faithful service with a minimum amount of attention. The chrome plated chassis is top mounted, providing the player easy access to the controls which include: volume control, tone control, on-and-off switch, three input jacks, extractor type fuse holder, and bulls-eye pilot light. The amplifier cabinet is made of 3/4" solid wood with lock jointed cabinet construction. The attractive diagonal stripe airplane luggage linen covering is not only highly resistant to wear and abrasion, but can also be easily cleaned.

Tubes used: one 6AT6, one 12AX7, two 6V6, one 5Y3. The Harvard Amplifier circuit uses five tubes, two of which are dual purpose, providing the amplifier with the equivalent of seven tubes.

The Fender Harvard Amplifier is a compact portable musical instrument amplifier and is recommended to those desiring unusually fine amplification at a low price.

Size: 16 $\frac{1}{2}$ " high, 18" wide, 8 $\frac{3}{4}$ " deep.



PRINCETON AMP

This radically new Fender Amplifier is a result of much effort on the part of the Fender Instrument Company to combine in one instrument the desirable features which have been suggested by dealers, teachers, and studio operators. This amplifier is a composite of all these recommendations which combine to make an outstanding unit.

It is extremely rugged and has the top mounted chrome plated chassis featuring an "On" and "Off" switch, tone control, volume control, two input jacks, a Jewel panel light, and an extractor type panel light fuse holder. It employs a heavy duty 8" speaker.

Tubes used: one 12AX7, one 6V6GT, one 5Y3GT. The 12AX7 is a dual purpose tube making this unit the equivalent of a four tube amplifier. It produces excellent quality distortionless power.



CHAMP AMP

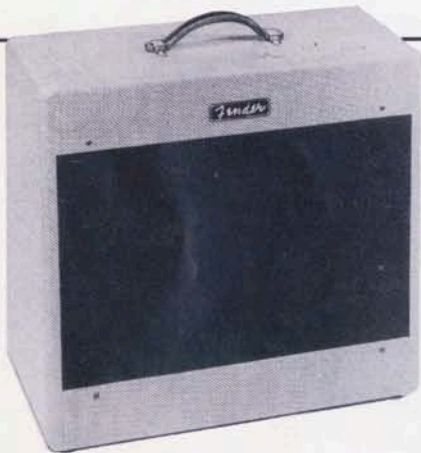


The Champ Amp has the top mounted chrome plated chassis with two input jacks, volume control, jewel panel light, and extractor type panel mounted fuse holder. The speaker is a high quality permanent magnet speaker, and the volume and fidelity of this amplifier will be found to be exceptional for an amplifier of such low cost.

Tubes used: one 12AX7, one 6V6GT, one 5Y3GT. The 12AX7 is a dual purpose tube making it the equivalent of a four tube amplifier.

Sizes: 12½" high, 13½" wide, 8" deep.

EXTENSION SPEAKER 12" & 15" MODELS



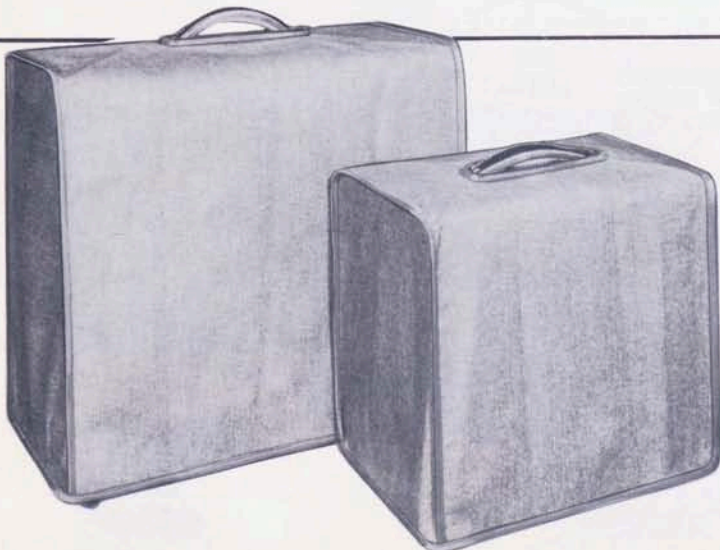
These fine Extension Speakers are made to be used as an accessory with nearly all of the latest model Fender Amplifiers, namely, the Band Master, Twin Amp, Pro-Amp, Super Amp and the Deluxe Amp. Each of these Amplifiers provides a jack on the chassis into which these speakers may be plugged.

The Extension Speakers employ the same Jensen units as are used in the Amplifiers themselves, and the cabinets are of the same matching quality construction and design. These Extension Speakers come complete with a forty foot cord and a plug, ready to plug into the Amplifier for instant use.

One of these Extension Speakers will be found to be a great aid where coverage is difficult. With one of these units, it is possible to set the Amplifier on one side of the stage and an Extension Speaker on the other, or to provide a separate speaker in another room, or any conventional place where coverage can more easily be accomplished.

These Extension Speakers will greatly improve the performance of an Amplifier, and they will be found to be a boon to any location which requires a more even distribution of sound.

AMP COVERS



These covers are not only attractive but are extremely serviceable as well. They are made of high quality gray brown cover cloth, lined with soft flannel and bound with a plastic binding. These covers are waterproof and tear and abrasion resistant.

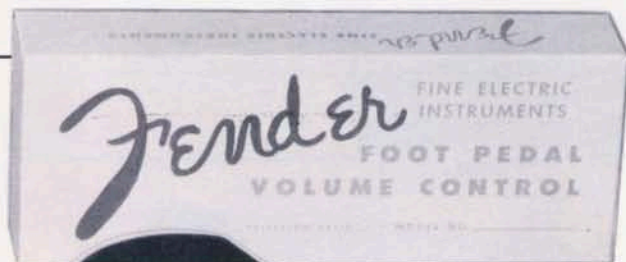
These fine amplifier covers are a definite requirement for every amplifier as they will pay for themselves many times in the protection afforded expensive instruments.

Available for the Twin Amp, Bandmaster Amp, Bassman Amp, Pro Amp, Super Amp, Deluxe Amp, Harvard Amp, Tremolux Amp, Vibrolux Amp, Princeton Amp and Champ Amp.

FENDER FOOT PEDAL VOLUME CONTROL

This is a completely new design in foot pedals, featuring first of all an extremely quiet mechanical operation as well as a control which will give long lasting top performance. The fact that this control is so flat affords the player considerably more playing comfort than he has been able to experience with the older style foot controls. It is possible to stand or sit in a much more normal position and operate this control than has been possible with others in the past.

Those who use this control find that it is a great improvement over anything they have yet tried and one trial will convince even the most critical performer that this is the control that he has been awaiting and one which will suit his every playing need.



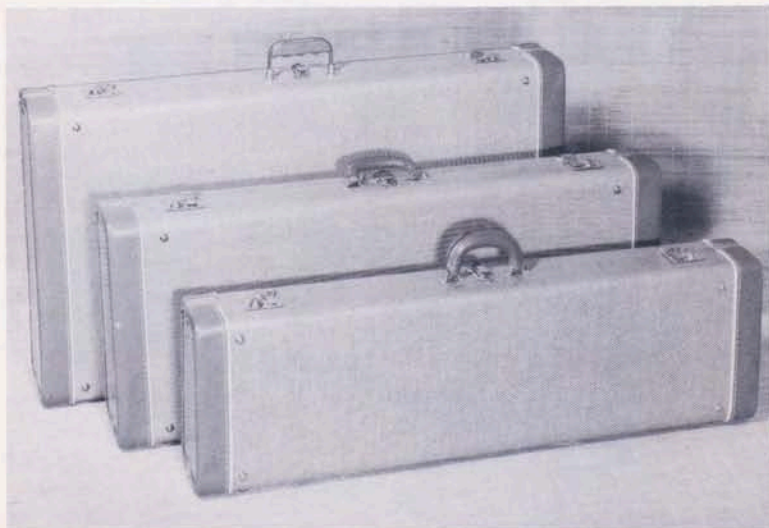
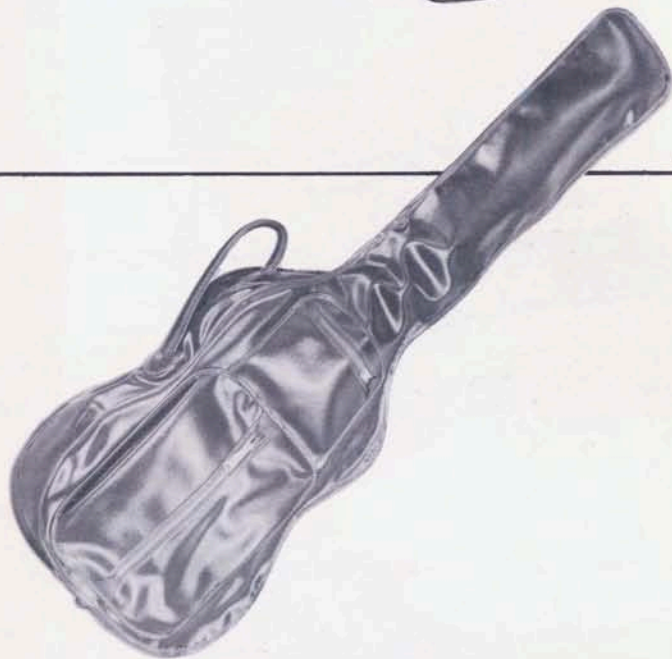
CASES AND BAGS

These hard shell cases for the Telecaster and Esquire Guitar are made of the best materials, covered with airplane luggage linen which is one of the finest fabrics on the market for this purpose. It has an extremely rich heavy appearance, and is scuff and abrasion resistant.

This case is fitted with solid brass hardware and is lined with a beautifully textured crushed plush lining. A suitable pocket is included to hold strings and accessories. This case will give long and satisfactory wear and will protect your instrument from damage.

The plastic leather padded bags are one of the newest items in this line and feature extreme portability. They include a side handle as well as a handle on the back, enabling one to carry this instrument in any position. The plastic leather is a most durable product and the padding in these bags affords satisfactory protection for almost any eventuality. Accessibility to these bags is gained through a full length zipper which makes it easy to place the instrument in the bag. Two large side pockets are provided to accommodate any accessories which one might want to carry. These are extremely popular and should be considered when economy is a factor.

Plasti-leather bags are available for the following Fender guitars: Stratocaster, Telecaster, Esquire, Duo-Sonic and Musicmaster. The same type heavy duty carrying bag is available for the Fender Precision Bass.



The New and Improved PURE NICKEL WRAP ELECTRIC GUITAR and BASS STRING

For many years the Fender Company experimented with every conceivable kind of electric guitar string that would provide—

- ... Perfect Balance for absolute evenness of tone.
- ... Controlled Diameter throughout for perfect intonation or fretting.
- ... Tightly-Applied Winding to permanently prevent loosening, loss of tone, or too rapid decay of volume.
- ... Lasting Resistance to stretch and pull that cause detuning and poor intonation or fretting.
- ... Magnetic Properties of such a surprising degree of excellence as to be instantly recognizable to the most casual player.

Today, after these years of untiring effort, Fender has achieved that goal!

TODAY THAT SUPERIOR STRING IS A REALITY!

It's the new Fender PURE NICKEL WRAP Electric Strings!

Available in a wide range of types, these superior Fender Strings are the proven answer to all the string problems of the past.

They are made of a material possessing extremely fine magnetic properties . . . a material clad in PURE NICKEL to give the strings amazing durability and lasting beauty and magnetic quality.

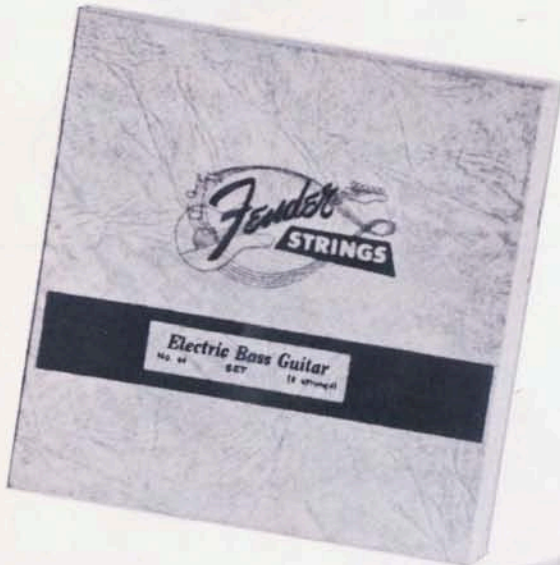
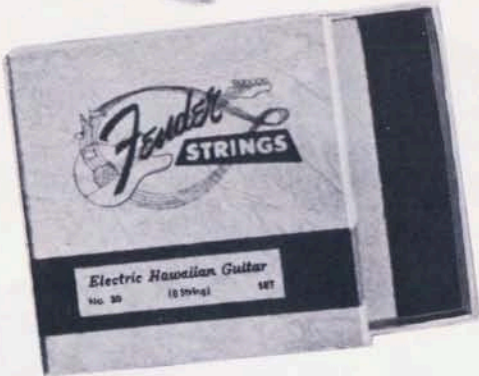
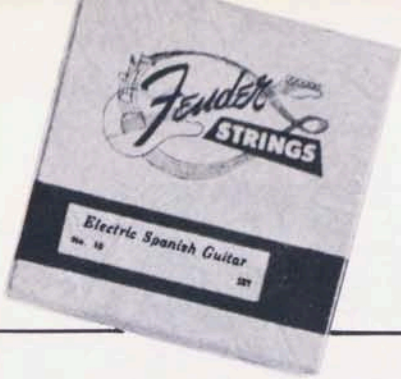
The new Fender Electric Strings use no fibre fillers that tend to deaden sound and cause rapid dynamic decay of tone and volume.

With Fender Strings, tone remains brilliant and alive throughout string life.

The new Fender PURE NICKEL WRAP Electric Strings have already won the acclaim of leading players everywhere. No more convincing proof of Fender superiority could be offered than this enthusiastic, fast growing, nation-wide acceptance!

Any player who wants to get the finest performance from his electric instrument, will welcome the new Fender PURE NICKEL WRAP Electric Strings. And once he has tried them, no other strings will satisfy.

Fender Strings are available for the Spanish Guitar, 6 and 8-string Electric Steel Guitar and Electric Bass, Pedal Guitars, and the Electric Mandolin.



ELECTRIC FENDER STRINGS for electric guitar and electric bass

SPANISH GUITAR

(BLUE LABEL)

STRING NUMBER		DESCRIPTION	SUGGESTED LIST PRICE
11E	Spanish Guitar	E-1st Plain	\$.25
12B	" "	B-2nd "	.25
13G	" "	G-3rd Wound	.45
14D	" "	D-4th "	.55
15A	" "	A-5th "	.55
16E	" "	E-6th "	.65
10	" "	Complete Set	2.50

HAWAIIAN GUITAR

6 String A Major
(RED LABEL)

21E	Hawaiian Guitar	E-1st Plain	.25
22C#	" "	C#-2nd "	.25
23A	" "	A-3rd "	.25
24E	" "	E-4th Wound	.55
25A	" "	A-5th "	.55
26E	" "	E-6th "	.65
20	" "	Complete Set	2.50

HAWAIIAN GUITAR

8 String A-7th Major & Minor
(PURPLE LABEL)

31E	Hawaiian Guitar	E-1st Plain	.25
32C#	" "	C#-2nd "	.25
33A	" "	A-3rd "	.25
34G	" "	G-4th "	.25
35E	" "	E-5th Wound	.55
36C	" "	C-6th "	.55
37A	" "	A-7th "	.55
38G	" "	G-6th "	.60
39G	" "	G-1st (High tuning)	.25
30	" "	Complete Set	3.00

PEDAL 1000 STEEL GUITAR

1001	Pedal Steel Guitar	1st Plain	.25
1002	" " "	2nd "	.25
1003	" " "	3rd "	.25
1004	" " "	4th Wound	.45
1005	" " "	5th "	.50
1006	" " "	6th "	.55
1007	" " "	7th "	.55
1008	" " "	8th "	.60
1009	" " "	High A Plain	.25
1000	" " "	Complete Set	3.50

ELECTRIC MANDOLIN

111	Mandolin	E-1st Plain	.25
112	" "	A-2nd "	.25
113	" "	D-3rd Wound	.45
114	" "	G-4th "	.45
115	" "	Complete Set (8 strings)	2.10

HAWAIIAN GUITAR (Bass Neck)

8 String A-6th Major & Minor

41E	Hawaiian Guitar (Bass Neck)	E-1st	.45
42C#	" " "	C#-2nd	.55
43A	" " "	A-3rd	.55
44F#	" " "	F#-4th	.65
45E	" " "	E-5th	.65
46C#	" " "	C#-6th	.90
47A	" " "	A-7th	1.00
48F	" " "	F-8th	1.20
40	" " "	Complete Set	5.95

ELECTRIC BASS

91G	Bass	G-1st Wound	3.60
92D	"	D-2nd "	4.20
93A	"	A-3rd "	4.80
94E	"	E-4th "	5.40
95C	"	C-4th (High C)	3.60
90	"	Complete Set	18.00



NO. 150 STUDENT SPANISH GUITAR

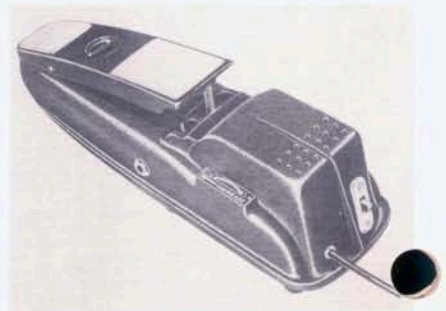
A—The No. 150 Student Spanish Guitar is ideally suited for the beginning guitar student or personal enjoyment. This instrument is made of selected woods, finished in a nicely shaded brown stained mahogany. The neck is accurately fretted with stencilled position markers. It is attractively trimmed in white at the sound hole with white striping on the top edge of the guitar body. Each instrument is supplied with a Hawaiian guitar nut.

An extremely serviceable button bag is available for the No. 150 Student Spanish Guitar. These carrying covers are tear and abrasion resistant and will pay for themselves in the protection the guitar receives.

DE ARMOND PICKUPS & CONTROLS

A—De Armond musical instrument pickups are among the finest obtainable for use with acoustic type musical instruments. They are light weight and are specially designed for ease of attaching or detaching and, in addition, parts subject to wear are chrome finished. De Armond pickups are extremely ideal for use with Fender amplifiers and are fully guaranteed in every respect.

The Model 750 Ukulele Pickup is also available.



800A Trem-Trol



RHC Guitar Pickup



FHC Guitar Pickup



1000 Rhythm Chief Pickup



600 Pedal Control



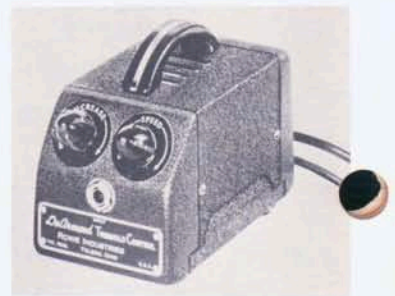
700 Violin Pickup



900 Bass Viol Pickup



500 Mandolin Pickup

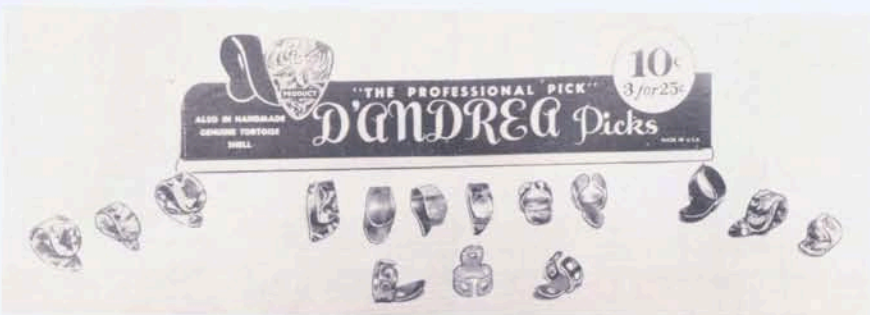


60A Tremolo Control

PICKS, BARS, PITCH PIPES, CORDS

PROFESSIONAL AND STUDENT PICKS

- 351 Fender Professional Flat Guitar Picks 24 on card. Specify thin, medium or heavy weight.
- 351 Fender Professional Flat Guitar Picks.
Thin—1 gross and 1/2 gross, packed in plastic box.
Medium—1 gross and 1/2 gross, packed in plastic box.
Heavy—1 gross and 1/2 gross, packed in plastic box.
- 07—Genuine tortoise shell flat picks packed 1 gross to plastic box
- 08—(not pictured) Flat viscoloid packed 3 gross to plastic box.
- 09—Flat viscoloid picks, cork & grip type packed 1 1/2 gross to plastic box
- 17—(not pictured) Flat viscoloid picks, assorted sizes, shapes and colors packed 1 gross to the package.
- 20A—Thumb picks, viscoloid, assorted sizes packed 1/2 gross to plastic box.
- 27AT—Thumb and finger picks, viscoloid, assorted sizes packed 1 gross to plastic box.
- 06—Thumb and finger picks, viscoloid packed 1 gross to plastic box.
- National Finger Picks—Professional finger picks packed 1 gross to package.
- 375—Metal finger picks packed 1 gross to package.
- 375 1/2—Metal thumb picks packed 1 gross to package.



PROFESSIONAL AND STUDENT BARS

Fender Black Raja Bars—Equally adaptable to electric as well as non-electric guitars; plastic with steel core reduces string noises and does not become slippery. Frictionless plastic covering nosed with tapered design.

- 199K—Length 2 11/16" tapers from 3/4" to 5/8" Ideal for six string steel guitars
- 200K—Length 3"—tapers from 3/4" to 5/8" The perfect bar for all 8 string guitars.
- No. 92—Flat Professional Steel 2 7/8" x 1"
- No. 93—Professional Plastic Steel 2 7/8" x 3/4"
- No. 94—Professional Plastic Steel 2 7/8" x 3/4"
- No. 90—Professional Steel 2 7/8" x 5/8"
- No. 1617—Red Devil plastic steel 3 1/2" x 3/4"
- No. 1615 "Big Steel" chrome plated 3 1/2" x 3/4"
- No. 1619—"Black Devil" plastic steel 3 1/2" x 3/4"
- No. 91—Professional Steel chrome plated 2 7/8" x 3/4"



PITCH PIPES

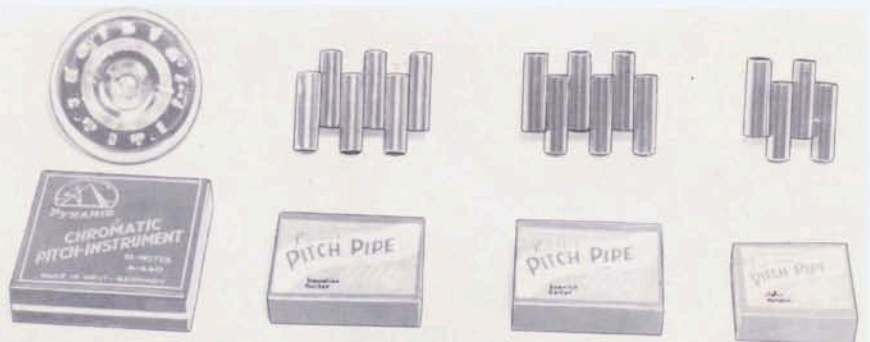
- Thirteen-note Chromatic Pitch Pipe, A-440
- Spanish Guitar Pitch Pipe, A-440, E B G D A E
- Hawaiian Steel Guitar Pitch Pipe, A-440, E C# A E A E
- Violin and Mandolin Pitch Pipe, A-440

FENDER DELUXE AND STUDENT CORDS

Fender Deluxe Cords and Student Cords employ abrasion resistant vinyl covered single conductor shielded cable, and the plugs are plated and polished, ruggedly made to take hard usage. The Deluxe Cord uses two standard type plugs for use with most every instrument and amplifier. Student Cords have one standard plug and one Fender "Cord Grip" flat-type plug for use with those instruments having surface mounted jacks. These cords are made up in 8' lengths and 20' lengths.

CUSTOM CORDS: Musicians desiring longer cords or greater freedom while playing or additional length often needed due to unusual stage or stand layout may obtain any desired length cord by special order.

- FENDER Deluxe Cords 8' and 20' lengths
- Fender Student Cords 8' and 20' lengths
- Custom cords lengths available by special order.



Electro-Voice

MICROPHONES



MODEL 950

First high level cardioid crystal mike with Dual Frequency Response — Flat response for wide range pickup (output — 57 db) or rising characteristic for extra crispness (output — 50 db. Hi-Z; fully enclosed Metal Seal crystal Built-in MC-1 connector. On-Off switch. Size 2½" x 2¾", 26¼", inc. stud. Net Weight 1 lb. 2 oz.



MODEL 726

Response 50-8000 cps. Output level —55 db. Hi-Lo impedance selector, built-in MC-3 connector. On-Off switch. Net Weight, 2 lbs. 6 oz. E-V Mechanophase principle provides wide-range front pickup — dead at rear. Solves difficult sound pickup problems — assures finer, clearer reproduction of voice and music — simplifies microphone and speaker placement—increases pickup range —permits higher volume levels. Tilt-able head. Satin chrome. ⅝"-27 thread, 18" cable.



MODEL 924

Lavalier Crystal. Unique crystal Lavalier for chest or hand use. Supplied with neck cord, support clips and 18' cable. For home recording, paging, P. A. and amateur. Pressure cast case in lustrous satin chrome finish. Wire-mesh head acoustically treated for wind and moisture protection. Output—60 db. Response 70-8000 cps. Hi.Z. Size 3⅜" x 1⅞", 18' cable with integral strain relief. Net wt. 8 oz.



MODEL 623

Slim Dynamic. E-V styled slim dynamic microphone in the medium price field. Ideal for P.A., recording and general use. Can be used on stand or in hand. Omnidirectional. Response 65-9,000 cps. Output—56 db. Choice of Hi or Low-Z by changing one wire in cable connector. Acoustalloy diaphragm. Pressure cast case finished in satin chrome. Tilt-able head. On-of switch. Built-in MC-4 connector ⅝"-27 thread. Size 7½" x 1⅞". 18' cable. Net wt. 15 oz.



MODEL 926

Slim Crystal. E-V styled slim crystal microphone. Level and response ideal for general purpose use such as home recording, P.A. and amateur. Response 70-8000 cps. Output—60 db. Hi-Z. Pressure cast case finished in satin chrome. Tilt-able head. ⅝"-27 thread. Size 6¾" x 1⅞". 18' cable with integral strain relief. Net wt. 11 oz.



MODEL 805

Contact Microphone. For guitar, banjo, mandolin, violin or any vibrating musical instrument. Increases natural sound volume, enriches tonal effects. High impedance. Crystal sealed against moisture. Chrome finish. 15' cable. Net wt. 5 oz.

IDEAL FOR USE WITH FENDER AMPLIFIERS.

Electro-Voice

MICROPHONES



MODEL 636

"Slimair" Dynamic for P.A. Exceptionally fine for P.A. recording and general use. Response 60-13,000 cps. Output 55 db. Acoustalloy diaphragm. Pop-proof head. Alnico, V. Omnidirectional. Wide pick-up range. On-off switch optional. Satin chrome finish. Tilttable head. Built-in MC-4 connector. $\frac{9}{16}$ "-27 thread. 18' cable. Size $10\frac{1}{4}$ " long including stud. $1\frac{1}{16}$ " diameter. Net wt. 1 lb. Choice of Hi-Z or Low-Z by changing one wire in connector.



MODEL 630

High Fidelity, High-Output Dynamic. Brilliant, general purpose high-output dynamic, famous for quality at modest cost. Response 60-11,000 cps. Output level — 55 db. Compact, light weight, unaffected by heat and humidity. Acoustalloy diaphragm. Tilttable head. Built-in MC3 cable connector. Satin chrome finish. On-off switch 18' cable. Available in 50, 250 ohms or Hi-Z. Size $2\frac{1}{2}$ " x $6\frac{1}{4}$ ". Net wt. 1 lb.



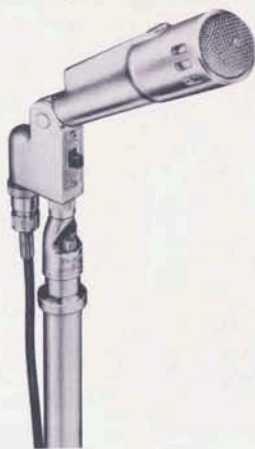
MODEL 611

"Mercury" Dynamic. A traditionally styled fine performing dynamic microphone for general sound pick-up. Response 50-8000 cps. Output — 55 lb. Nondirectional. Acoustalloy diaphragm. Tilttable head. On-off switch. Built-in MC-3 connector. $\frac{9}{16}$ "-27 thread. Satin chrome finish. Available in 50, 150 and 250 ohms or Hi-Z. Low impedance balanced to ground. Size $2\frac{3}{8}$ " x $3\frac{1}{8}$ " x $6\frac{1}{4}$ " incl. stud. Net wt. $1\frac{1}{4}$ lbs.



MODEL 605

Durable Dynamic. For dependable, general-purpose use. Response 65-75,000 cps. Output level — 55 db. Non-directional, beaming directive at higher frequencies. Acoustalloy diaphragm. Head at 22° fixed tilt. Built-in MC-1 connector. Satin chrome. Choice of 50, 250 ohms or Hi-Z. Low impedance not balanced to ground. Net wt. 12 oz.



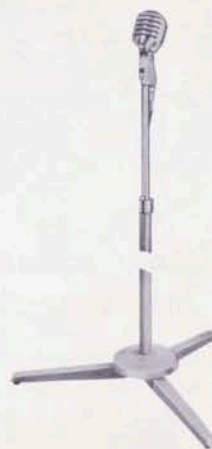
MODEL 664

Variable "D" Dynamic Microphone for finer public address, Tape Recording and communications use. Skillfully designed and ruggedly constructed uni-directional — picks up from front only discriminating against unwanted sounds, without close-talking boominess. Equipped with pop-proof wire mesh grille. Response 60-13,000 cps. Output — 55 db. 150 Ohm and high impedance. Cast zinc case, with on-off switch and 18' cable. Size $1\frac{7}{8}$ " x $7\frac{1}{16}$ " long. Net wt. 2 lbs.



MODEL 425

Deluxe Floor Stand. Button at top of shaft gives one-hand height control from 37" to 66". Locks automatically on release. Shaft can be rotated without any adjustment device. Unique locking-type adjustable legs permit stand to be placed flush against wall or speaker's table. Easy to assemble or take apart. Folds into small, compact package. Modern die-cast base. 3-leg spread 17". Satin chrome. Net wt. $7\frac{1}{2}$ lbs.



MODEL 430

Utility Floor Stand. Similar to above, but with button control on lower section for height adjustment from 36" to 65". 3-leg spread 17". Gray finish. Extension shaft in satin chrome. Net wt. $7\frac{1}{2}$ lbs.



JODY CARVER



THE KINGS IV



STASH CLEMENTS



THE JORDANAIRES



JERRY MURAD'S HARMONICATS



HERB REMINGTON



THUMBS CARLILE



THE MULCAYS



DICKIE PHILLIPS



ANDY DOLL



POINTS OF INTEREST

Some points of interest to the user of Fender instruments and points which are extremely important to those who are interested in quality, reproduction and faithful service, are to be found in the Fender line. Any of these unusual, hidden values are not to be found in competitive instruments on the market today.

For example, the Fender line of amplifiers is so constructed that every part is accessible by simply removing the back plate. When this plate is removed, it exposes the entire component parts assembly of the amplifier with the one exception of the power transformer. This can be replaced by removal of two additional top mounting bolts which hold the chassis in place.

Upon inspection it will be noted that all of the component parts, such as resistors, condensers, etc., within the chassis are substantially mounted on terminal board and these boards in turn are held in place by machine screws, making it impossible for parts to vibrate and shake loose, as is quite common in amplifiers that are being transported around the country by professional players and performers. This feature alone is the result of considerable time and effort on the part of Fender engineers to provide a finer piece of equipment for the trade.

The coverings, on these amplifiers, are the highest type airplane luggage linen which is ideal for long and faithful use under the most trying conditions.

The chassis is beautifully chrome plated to prevent rusting and always presents a richly finished appearance. Only the highest grade component parts are used throughout and these amplifiers have been designed with the primary physical consideration of the easy accessibility of the component parts. The same care has gone into the construction of the electrical part of the amplifier to assure that repairs will be at a minimum.

Every possibility has been taken into consideration to assure the buyer of the utmost in quality and performance. Cost has been a secondary factor even though the prices are well within the competitive range, the quality is unsurpassed.

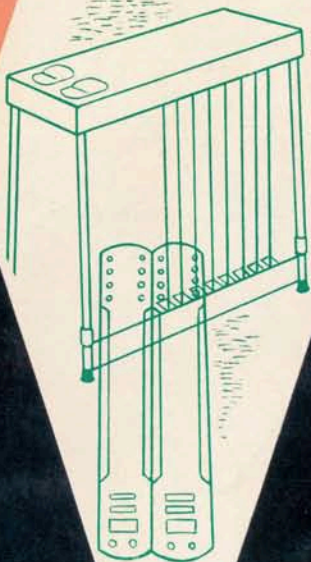
Fender electric guitars are considered to be among the finest guitars on the market today.

All of these instruments employ the now famous Fender direct string, high fidelity pickup unit, which assures the player of a uniform volume output from all strings without the use of compensating adjustments. They are also extremely rich in overtones and harmonics, thereby producing a much more pleasing and mellow tone than has been possible in instruments of the past.

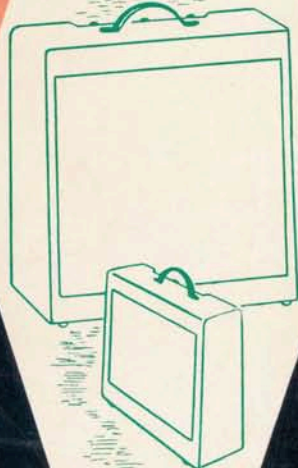
The Fender engineers have overlooked no opportunity to improve these guitars in every way in order that the buyer would be assured of getting the most value for his money. All of these instruments are made of the finest, fancy hardwoods, beautifully finished in light or dark natural colors and hand-rubbed to a piano-like lustrous finish.

Fender

ELECTRIC
GUITARS



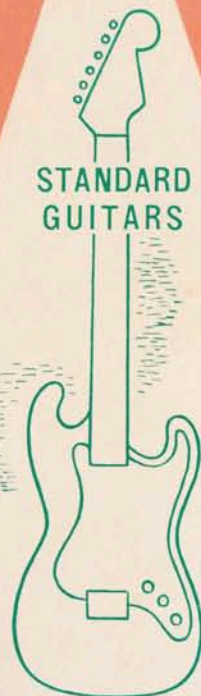
AMPLIFIERS



STRINGS



STANDARD
GUITARS



FINE ELECTRIC INSTRUMENTS

1957-58 CATALOG