

FENDER'S WORLD OF FINE ELECTRIC INSTRUMENTS



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## JAZZMASTER GUITAR

No more convincing proof of the extremely fine playing qualities and design features of the Fender Jazzmaster could be offered than its rapid acceptance and acclaim by guitarists throughout the country. Fender engineers have incorporated in this instrument not only well-known Fender developments such as the adjustable truss-rod reinforced fast action neck and comfort contour body, but in addition, remarkable new features which provide the ultimate in electric Spanish Guitar versatility and playing ease.

It features an entirely new "floating tremolo" working in conjunction with a "floating bridge" for the smoothest possible tremolo action, returning to tuned pitch without variance. A "trem-lock" stops the tremolo block permitting strings to be changed simultaneously or individually and also prevents detuning of the strings should one break during a performance.

The "floating bridge" consists of a master bridge which is adjustable to varying heights. On it rests the six individual bridges each adjustable for string length and height, making possible extremely accurate adjustments for perfect string intonation and custom playing action.

The radical "off-set waist" body design is another Fender "first." This unique body design places the player's arm in a natural position over the strings, supporting the arm so that considerably greater comfort is achieved; playing is virtually effortless.

The body is finished in shaded Sunburst, contrasting with the plated pickguard, bridge section and rosewood fretboard. The round of the slender neck is of natural blonde hard maple.

The two extended range pickups are adjustable for string balance and also offer tone variation from the most mellow and soft rhythm settings for modern jazz work to high treble settings of any degree for solo work. This new circuit enables the player to preset the tone and volume of each pickup independently permitting rapid pickup changes without need of further volume adjustments. Treble pickup tones can be modified with the three position tone switch interacting the pickups and also by use of a separate tone control.

The Jazzmaster features the finest workmanship and components. Choice woods are used throughout, beautifully finished, and all metal parts subject to wear are case hardened and heavily plated to retain their beauty even after long use.

\* Patent Pending

## PRECISION BASS

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

## BASSMAN AMP

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

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

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



Buddy Merrill



Fender

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## STRATOCASTER GUITAR

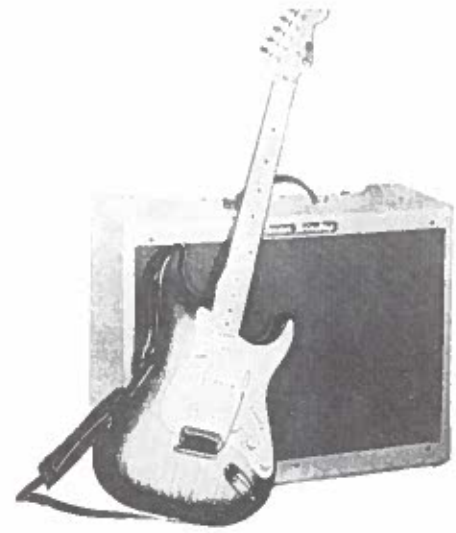
Perfection in a solid body comfort contoured professional guitar providing all of the finest Fender features.

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

## TWIN AMP

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

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



## TELECASTER GUITAR

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

## TREMOLUX AMP

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

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

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



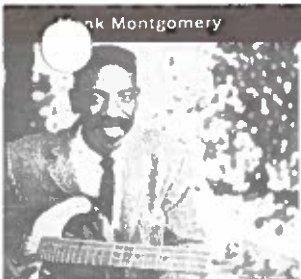
## ESQUIRE GUITAR

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

## SUPER AMP

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

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



Hank Montgomery



Nappy LaMare

Unsurpassed in the field of Fine Music

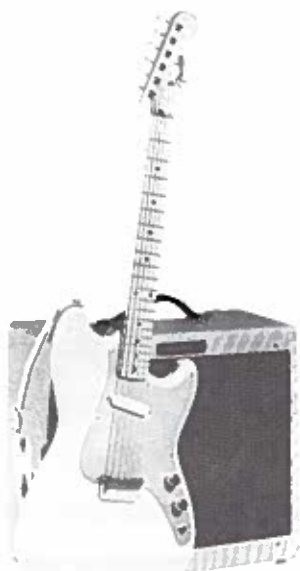


## DUO-SONIC THREE-QUARTER SIZE GUITAR

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

## VIBROLUX AMP

The modern tremolo circuit of the Vibrolux Amp assures outstanding amplification qualities and performance characteristics. The circuit incorporates the latest control and audio features to make it the finest amplifier of its type in its price range. A Jensen 10" heavy duty speaker is used in this amplifier. Controls include tremolo speed control, tremolo depth control, volume control, plus three input jacks, on-and-off switch, jeweled pilot light and extractor type fuse holder, all of which are located on the top-mounted chromed chassis. A remote tremolo foot control switch is included with the Vibrolux Amp.  
Size: Height, 16 $\frac{3}{4}$ "; Width, 20"; Depth, 9 $\frac{1}{2}$ ".



## MUSICMASTER THREE-QUARTER SIZE GUITAR

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

## HARVARD AMP

The Harvard Amp provides distortionless amplification, portability and ruggedness, plus the assurance of long, faithful service. Its design affords excellent amplification at a conservative price. It employs a heavy duty 10" Jensen speaker. Top-mounted chrome-plated chassis provides easy access to the controls, which include: volume control, tone control, three input jacks, on-and-off switch, bulls-eye pilot light and extractor type fuse holder. Amplifier cabinet is made of 3/4" solid wood with lock-jointed construction and is covered with abrasion resistant airplane luggage linen.  
Size: Height, 16 $\frac{1}{2}$ "; Width, 18"; Depth, 8 $\frac{3}{4}$ ".



## ELECTRIC MANDOLIN

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

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

Homer and Jethro



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## ELECTRIC VIOLIN

The new Fender Electric Violin has proved advantageous to every musician playing amplified violin for solo, group and orchestra work. It is the result of numerous experiments by Fender engineers to amplify with fidelity true violin tones... neither adding to nor taking from the sonority of this remarkable instrument.

It employs fine violin Craftsmanship including the expertly positioned ebony finger board and neck designed to the specifications of the finest instruments. It is extremely lightweight and comfortable to play, with the tone and volume controls and input jack positioned so that they do not interfere. The tone control provides for effects heretofore unobtainable in achieving natural tonal blends with other instruments. Volume may be varied from the softest to greatest volume response without limitations. Only the tone and volume settings of the amplifier used limit the response of the Fender Electric Violin.

This instrument is beautifully made of choice grained woods, finished in Sunburst and fitted with chin rest, fine-tune patent heads and bridge.

Leading violinists who have played the new Fender Electric Violin acclaim the advancement in amplified violin qualities represented by this instrument. It is an instrument with beauty of tone, beauty of design and one which will satisfy the most discriminating violinist. It opens an entirely new field and is the answer to every violinist's desire for an instrument possessing the refinements and tone characteristics of violin amplification.

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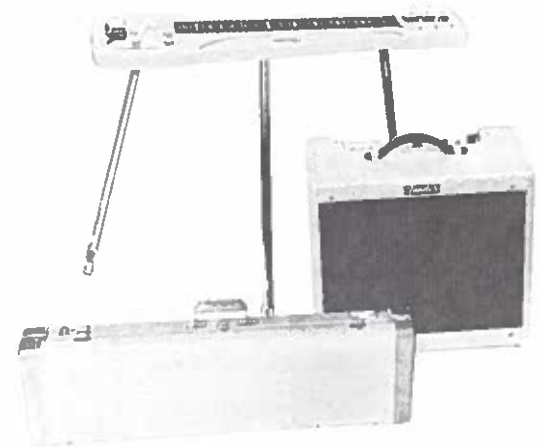
## STUDIO DELUXE SET

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

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

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

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



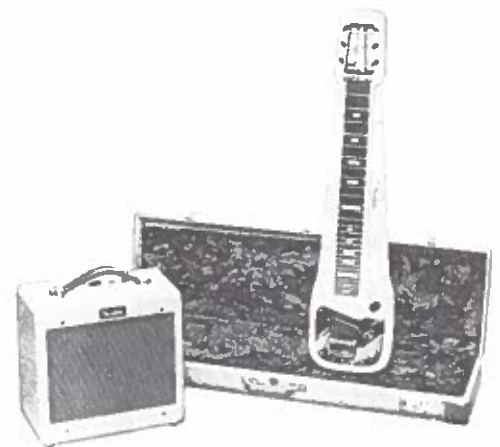
## CHAMP STUDENT SET

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

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

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

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



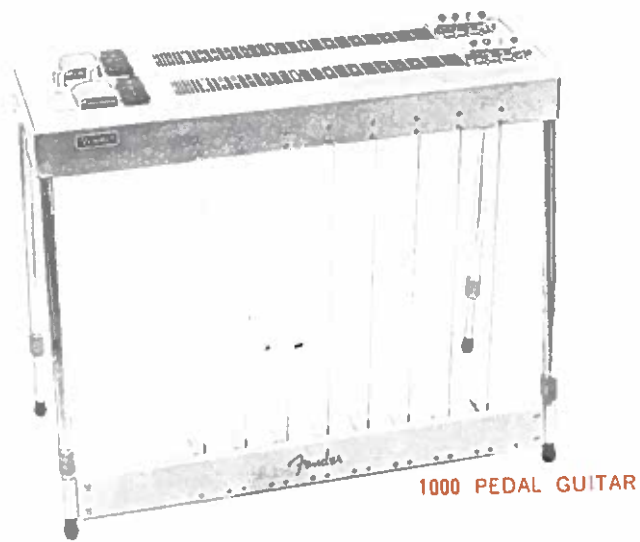
Eddie Bush



The Kings IV



The choice of Leading Artists everywhere



1000 PEDAL GUITAR

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Fender  
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400 PEDAL GUITAR

## FENDER 1000 AND 400 PEDAL STEEL GUITAR

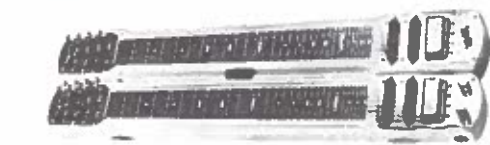
The Fender 1000 and 400 are the most advanced pedal guitars on the market today. Both are designed to meet the changing requirements of steel guitarists brought about by the advances made in the music world.

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

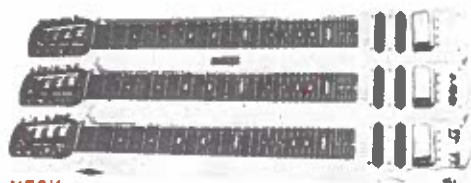
Both models are ruggedly built to take the hardest use. The permanent mold aluminum alloy frame provides extreme rigidity to the instrument, and receives the frame in such a way that detuning from temperature changes or use of the pedals is precluded. Working parts are of case-hardened steel, and parts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

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

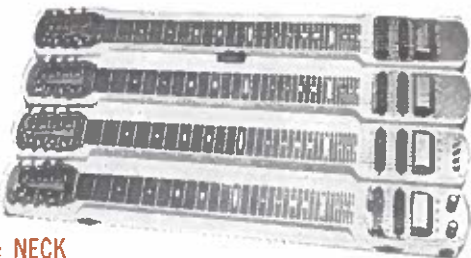
The Fender 1000 with its great variety of tunings and the 400 offer the finest in pedal guitar performance, unexcelled tuning accuracy with striking professional design and appearance.



2 NECK



3 NECK



4 NECK

## STRINGMASTER STEEL GUITARS

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

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

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

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

Speedy West

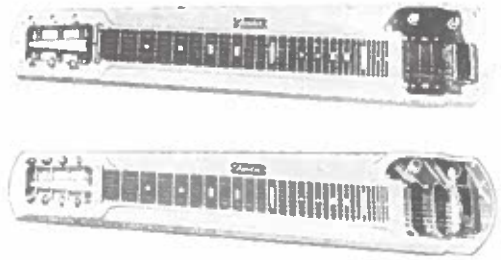
Fender

FINE ELECTRIC INSTRUMENTS

## DELUXE 8 AND 6 STEEL GUITARS

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

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



## BANDMASTER AMP

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

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



## PRO AMP

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

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

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



## DELUXE AMP

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

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



Leon Auliffe



Alvino Rey



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



## FENDER TONE AND VOLUME FOOT PEDAL CONTROL

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

## FENDER FOOT PEDAL VOLUME CONTROL

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

## ACCESSORIES

### FENDER PURE NICKEL WRAP ELECTRIC GUITAR AND BASS STRINGS

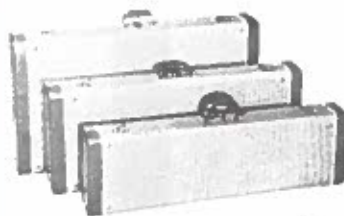
Fender Electric Guitar strings have won the acclaim of leading players throughout the nation. The fast growing nation wide acceptance of these strings is convincing proof of their fine quality.

- They provide perfect balance for absolute evenness of tone.
- Controlled Diameter throughout for perfect intonation or fretting.
- Tightly applied winding permanently prevents 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. Any player who wants the finest performance from his electric instrument will appreciate the Fender Pure Nickel Wrap Electric Strings. Once he has tried them, no other strings will satisfy him.

Available for all electric Spanish Guitars, Six and Eight String Steel Guitars, Precision Bass, Pedal Guitars and the Electric Mandolin and Violin.

## FENDER CASES

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



## FENDER PLASTI-LEATHER BAGS

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



## FENDER EXTENSION SPEAKER 12" AND 15" MODELS

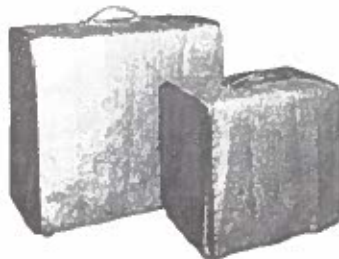
Fender Extension Speakers are ideal for locations requiring more even sound distribution. These speakers can be plugged into the extension speaker jack of any amplifier. The rugged cabinets feature three-quarter inch solid wood construction with lock-joint corners, covered with the finest airplane luggage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

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



## AMP COVERS

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



Mary Kaye Trio



# Fender

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

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