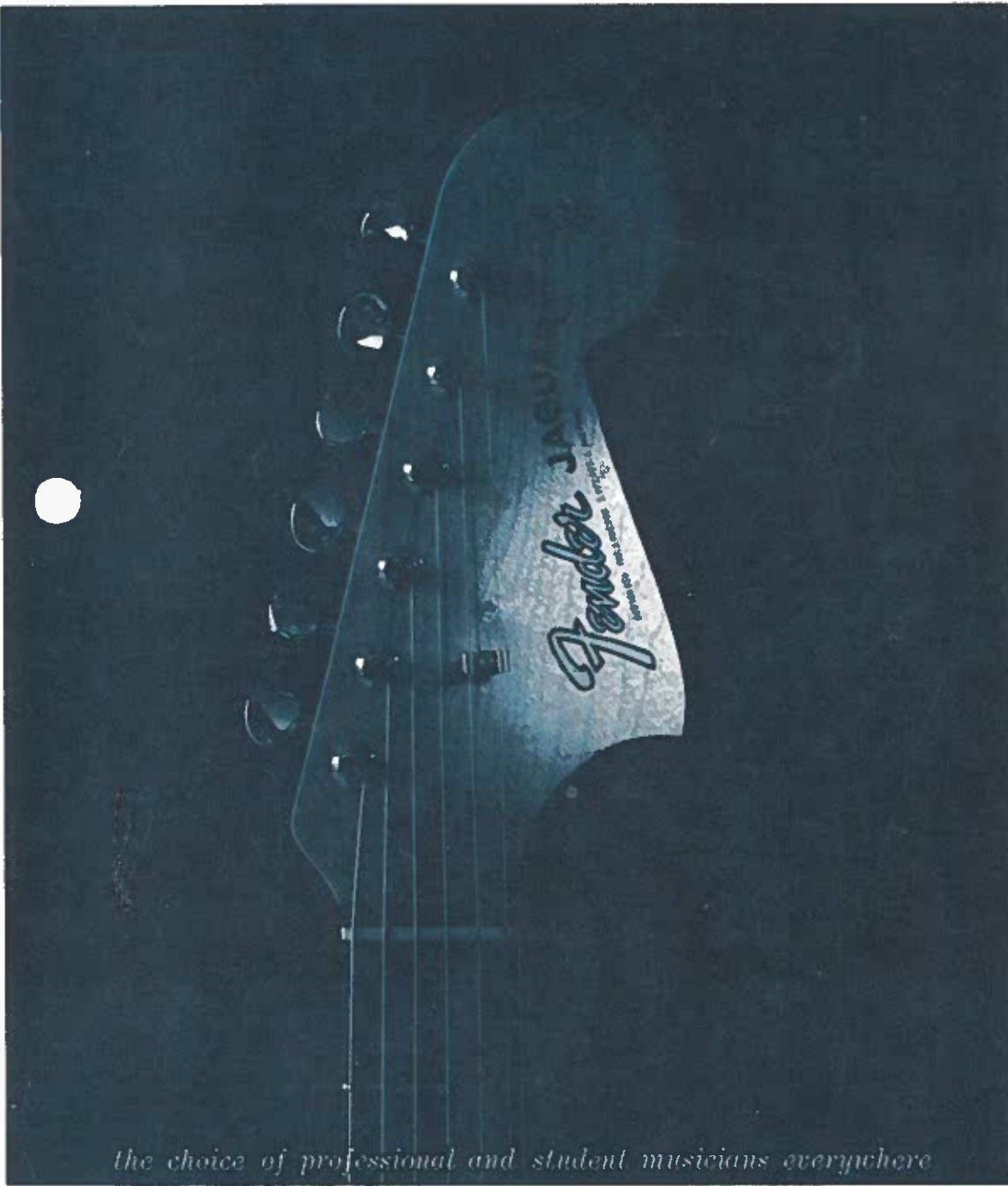


Fender

FINE ELECTRIC
INSTRUMENTS

1964 1965



the choice of professional and student musicians everywhere

SOLD BY LEADING MUSIC DEALERS THROUGHOUT THE WORLD



Lowell Miller with Al Hat



Sandones



Mary Kaye Trio



Alvin Rey



Speedy West



Kings IV



Jerry Murod's Harmonicats



Paul Guma with Pete Fountain

Fender Fine Electric Instruments



JAGUAR

FENDER JAGUAR The Jaguar presents an exciting concept in the field of solid-body guitar. The neck of the Jaguar is a short 24" scale containing 22 frets. A "Fender First" in the Jaguar is the Fender Mute. This movable string Mute is attached to the bridge and may be activated or disengaged by a light fingertouch. Other features of the Jaguar are: newly designed wide-range pickups, adjustable bridges, on-off switches with controls making possible six different tone selections plus standard tone and volume controls, rhythm circuit, Fender "Floating Tremolo," "Off-set" waist design, and adjustable neck truss rod. The Jaguar is unhesitatingly recommended to those desiring wide instrument versatility.

FENDER JAZZ BASS The Jazz Bass represents the standards by which others will be compared. Two pickups have two pole pieces for each string giving excellent and true string tone response. Individual volume controls for each pickup and one tone control permit mixing for wide bass tone selection. In addition, it features Fender's faster-action neck with rosewood fingerboard and adjustable truss rod for perfect alignment. For playing ease, the body is comfort-contoured and shaped with the "Off-set" waist design. Individual bridges are adjustable for both accurate string lengths and comfortable string heights. Bassists will find the Fender Jazz Bass is truly an artists' instrument, combining all the fine features of the original Fender Bass plus these many developments and improvements which make it the most advanced electric bass on today's market.

FENDER JAZZMASTER

There is no more convincing proof of the fine playing qualities of the Fender Jazzmaster than its rapid acceptance by guitarists throughout the world during the past few years. This remarkable guitar incorporates well-known Fender developments including the "off-set" body design, smooth tremolo action plus separate rhythm and lead tone circuits. It also offers a comfort-contoured body and truss rod reinforced neck with rosewood fingerboard for effortless playing and faster playing technique. Every convenience is provided including the tremolo lock, adjustable master bridge channel with individually adjustable bridges and completely adjustable pickups. The Jazzmaster represents one of the fine additions to the Fender line and far surpasses other instruments in its price class.

FENDER BASS VI GUITAR

The Fender VI is the finest on today's market. It is tuned one octave below that of the Spanish Guitar. It incorporates three new pickups and a tone modification switch that can be used together or in any combination plus separate tone and volume controls. The Bass Guitar has a 21 fret, extra slim fast-action neck with rosewood fingerboard and an adjustable truss-rod for perfect alignment. This remarkable guitar incorporates all the Fender developments including the Fender Mute, comfort-contoured "Off-set" body design, and smooth tremolo action. Every convenience is provided including the "Floating bridge" with six individual

bridges each adjustable for string length, and individually adjustable pickups. The Bass VI is a fine addition to the Fender line and answers the demand for a high quality six-string bass.



JAZZMASTER



STRATOCASTER

FENDER 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 with rosewood fingerboard, 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 Fender built-in tremolo.

FENDER PRECISION BASS

One of the most popular of modern instrument developments, the Fender Precision Bass has rapidly become the choice of bassists in every field. Requires only a fraction of playing effort as compared with old style acoustic basses; compact in size allowing freedom of movement on stage, in addition considerably more volume is obtainable. The fast action neck facilitates playing technique, playing in tune and is extremely comfortable. Adjustable neck truss rod assures perfect alignment. Individual bridges are adjustable for custom string heights and perfect string length between bridges and nut. Split pickups produce true bass tones. These qualities have made the Precision Bass a stock item in many of the nation's top musical organizations.



BASS VI GUITAR

PRECISION BASS

JAZZ BASS

FENDER VIBROLUX/REVERB The entirely new Vibrolux/Reverb Amp is "performance in a small package." Built-in Reverb and Vibrato plus the new 2-10" Heavy Duty Speakers make this amplifier ideal for club work and recording. The circuit incorporates the latest control and audio features to make it the finest amp of its type in its price range. Front control panel includes separate Volume, Treble, Bass Controls and Bright Switches for each of the Normal and Vibrato Channels, plus Reverb, Speed and Intensity Controls for the Vibrato Channel. The back panel includes AC Plug, Ground Switch, Extractor-type Fuse Post, AC On-off Switch, Speaker Jack, Extension Speaker Jack, Jack for Vibrato Foot Switch and Jack for Reverb Foot Switch supplied with the amp. Size: Height 18", Width 25", Depth 9½". 2-10" Heavy Duty Speakers. Fifteen tube performance.

FENDER MUSTANG The all new Fender Mustang is the latest addition to the Fender line and meets the demand for a low-priced model with Tremolo. The Mustang may be classed as either a ¾ guitar or a regular size guitar inasmuch as it is available with either a 22 or 24 inch neck. Two new-high fidelity pickups are standard on each guitar with a three-position switch for each. Both the 22 and 24 inch necks are reinforced with an adjustable truss-rod maintaining perfect neck alignment. New barrel type bridges are included varied in set-up to conform to the fingerboard curvature. String height may be varied by lowering or raising the bridge channel at either end. The two neck sizes plus the outstanding features of the Mustang make this instrument one of the most versatile available and one of the finest performing guitars in its price range.



TELECASTER CUSTOM

ESQUIRE

FENDER DUO-SONIC THREE-QUARTER SIZE GUITAR This is an outstanding addition to Fender Fine Electric Instruments. It is especially designed for adult and young musicians with small hands, featuring Fender fast-action neck with adjustable truss rod, two adjustable wide-range pickups and three-position pickup selector switch. Two-way adjustable bridges assure perfect intonation and comfortable playing action. Available in white or red-mahogany finish and either a 22 or 24 inch neck.

FENDER DELUXE/REVERB WITH TREMOLO The new Deluxe/Reverb with built-in Reverberation and Tremolo 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. The Deluxe/Reverb embodies the following features: Two Channels: Bright and Normal. Front Panel contains two Volume Controls, two Treble Controls, Two Bass Controls, Reverb Control, Speed and Intensity Controls and a Jeweled Pilot Light. The Back Panel includes AC Plug, Ground Switch, Extractor-type Fuse Post, AC on-off Switch, Standby Switch, Speaker Jack, Extension-speaker Jack, Jack for Tremolo Foot Switch and Jack for Reverb Foot Pedal. Size: Height, 17½"; Depth, 9½"; Width, 24½". 1-12" Heavy Duty Speaker. Fifteen tube performance.

FENDER 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. Available in white or red-mahogany finish, and either a 22 or 24 inch neck.

FENDER DELUXE AMP WITH TREMOLO The fine styling and performance of the Deluxe Amp is the same as the above Deluxe/Reverb except that Reverb is not included. Controls are identical with the exception of the Reverb Control and the Reverb Foot Pedal. Size: Height, 17½"; Depth, 9½"; Width, 22". 1-12" Heavy Duty Speaker. Seven tubes, four dual purpose.

FENDER TELECASTER AND ESQUIRE GUITARS The originals of solid-body guitars and the favorites of countless guitarists. Both feature natural blond finish hardwood bodies or are available also in custom sunburst models with white edge binding. The two pickup Telecaster and the Esquire with a single pickup afford wide tone response from ringing "take-off" to very soft rhythm tones. Cutaway body design allows comfortable fingering right up the highest fret. Two-way adjustable bridges permit custom string heights and string length adjustments. Their fast-action necks feature an adjustable truss-rod. Both the Telecaster and Esquire tone circuits employ a three-position tone selector switch. Their pickups are also adjustable for any desired string response. Each is trimmed with a white pickguard and all metal parts are heavily chrome plated for lasting beauty.

FENDER PRINCETON/REVERB AMP WITH TREMOLO The radically new Fender Princeton/Reverb is the result of much effort on the part of the Fender Engineers 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 student amplifier with built-in reverb and tremolo. The front panel circuit contains the following controls: Volume, Tone, Reverb, Speed, Intensity and Pilot Light. The Princeton/Reverb with Tremolo is highly recommended for student and home use.



DUO-SONIC

DELUXE/REVERB



MUSICMASTER

DELUXE



New!

MUSICMASTER & VIBROLUX/REVERB

The Choice of Leading Artists Everywhere

Fender Professional Amplifiers

FENDER DUAL SHOWMAN 15" AMP The Dual Showman 15" Amplifier is believed to be the finest amp on the musical market, producing the ultimate in musical instrument amplification. The amp is of the "piggy-back" design featuring two enclosed 15" J. B. Lansing Speakers which produce unexcelled brilliance of tone. The speakers are mounted in special design baffles making the Dual Showman distortion free at very high volume with full tone reproduction. For additional tone modification, bright switches have been added on each channel. The chassis, or amplifier portion may be top mounted or may be used as a separate unit. An additional feature of the Dual Showman is the use of "tilt-back" legs for better sound distribution. The Dual Showman has the following controls for each of the Normal and Vibrato Channels: Two Inputs, Bright Switch, Volume, Treble, and Bass; plus Speed and Intensity Controls for the Vibrato Channel. The Back Panel includes: AC Plug, Ground Switch, Extractor-type Fuse Post, On-off Switch, Standby Switch, Speaker Jack, Extension Speaker Jack, Jack for the remote control vibrato foot switch supplied with the amplifier. The Dual Showman 15" Amplifier is recommended for those who desire the finest in musical instrument amplification. 14 tube performance.

SPEAKERS: 2-15" Enclosed J. B. Lansings.

SIZE: Chassis Unit: Height 8", Width 26", Depth 11½".

Speaker Unit: Height 24½", Width 36", Depth 11½".



DUAL SHOWMAN 15"

FENDER SHOWMAN 15" AMP The Showman 15" Amplifier offers high performance and tone with ample volume. One of the most popular amplifiers for those who must have an amplifier capable of great distortionless power. The Showman 15" contains all the features of the above Dual Showman except that it is equipped with one 15" J. B. Lansing Speaker. 14 tube performance.

SPEAKER: 1-15" Lansing High-Fidelity Enclosure.

SIZE: Chassis Unit: Height 8", Width 26", Depth 11½".

Speaker Unit: Height 24½", Width 36", Depth 11½".

FENDER SHOWMAN 12" AMP The Showman 12" Amplifier contains all the features of the above Showman 15" and Dual Showman except that it is equipped with the J. B. Lansing 12" Enclosed High-Fidelity Speaker. The Showman 12" Amp is considered to be one of the finest amplifiers available, and is recommended to those desiring wide-range high fidelity tone at various volume levels. 14 tube performance.

SPEAKER: 1-12" Lansing High Fidelity Enclosure.

SIZE: Chassis Unit: Height 8", Width 26", Depth 11½".

Speaker Unit: Height 21", Width 32", Depth 11½".



TWIN/REVERB

FENDER TWIN/REVERB AMP The Fender Twin amp with built-in Reverb is an amplifier featuring the latest in electronic advances plus offering advantages of modern styling and outstanding performance. The Reverberation and Vibrato features, plus high distortionless power with wide-range characteristics make it a favorite among topflight musicians. In addition, the Twin/Reverb features two 12" heavy duty speakers and tilt-back legs for superb sound distribution. Bright Switches and Middle Controls have been added in each channel for increased tone control. Eighteen tube performance. 2-12" Heavy Duty Speakers.

SIZE: Height, 20"; Width, 26½"; Depth, 10½".



SUPER/REVERB & VIBROVERB

FENDER SUPER/REVERB AMP The entirely new Super/Reverb Amp brings back by popular demand the tonal characteristics of the old-style Bassman Amp plus built-in Reverberation and Vibrato. It features the new Fender Professional Amplifier cabinet styling with black vinyl Tolex covering and is recommended for use with guitar, accordion and microphone. Bright Switches and Middle Control for the Reverb-Vibrato channel give increased tone control. Fifteen tube performance. 4-10" Heavy Duty Speakers.

SIZE: Height 24", Width 24", Depth 10½".

FENDER VIBROVERB AMP The new Vibroverb Amplifier incorporates both Reverberation and Vibrato and surpasses other amps in tone and power within and above its price range. The Vibroverb is equipped with a double foot switch for reverb and vibrato and features tilt-back legs for greater sound distribution. Fifteen tube performance.

1-15" Heavy Duty Speaker.

SIZE: Height 19", Width 25", Depth 9½".

FENDER BASSMAN AMP The "Piggy back" Bassman Amplifier incorporates two enclosed speakers with a separate amplifier chassis unit. The use of the enclosed 12" Heavy-Duty Custom Design Speakers with their special design baffles make the Bassman distortion-free, allowing the player to use his full bass notes and ample volume. Another new Bassman feature is the incorporation of dual channels: one a Bass channel, and the other Normal which may be used with guitar, accordion or other instruments. In addition, the Bassman is equipped with "tilt-back" legs for better sound distribution. The new Fender Bassman has rapidly become a favorite with bassists throughout the world, and is recommended to those players who desire the finest in electric bass, bass guitar and guitar amplification. Twelve tube performance. 2-12" heavy duty speakers.

SIZE: Chassis Unit: Height 8", Width 22 1/4", Depth 9".
Speaker Unit: Height 21", Width 32", Depth 11 1/2".



BASSMAN

FENDER BANDMASTER AMP The Dual Channel (Normal and Vibrato) "Piggy back" Bandmaster Amplifier is the result of much effort on the part of Fender Engineers to combine in one amplifier the desirable features which have been suggested by dealers, teachers, and players, at a moderate price. Two 12" heavy-duty enclosed speakers are utilized, mounted in a special design baffle. The use of this enclosure greatly improves tone and volume without distortion, and permits optimum performance of the speakers. The Bandmaster may be used with guitar, accordion or microphone. In addition, the Bandmaster is equipped with "tilt-back" legs for better sound distribution. Twelve tube performance.

SPEAKERS: 2 - 12" Heavy Duty Custom Design.
SIZE: Chassis Unit: Height 8", Width 24", Depth 9".
Speaker Unit: Height 21", Width 32", Depth 11 1/2".



BANDMASTER

NOTE: ALL AMP MODELS UL AND CSA APPROVED. SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.



TREMOLUX

FENDER TREMOLUX AMP The dual channel Tremolux combines the tonal qualities of the "piggy-back" design with compactness. The Tremolux produces superb, distortion-free amplification for guitar, accordion and microphone. Incorporated in the Tremolux are Normal and Vibrato Channels. The Tremolux is equipped with tilt back legs and is constructed for hardest professional use. Comparison will prove the Tremolux one of the finest amplifiers in the lower price range. Eleven tube performance.

SPEAKERS: 2-10" Heavy Duty Custom Design.
SIZE: Chassis Unit: Height 8", Width 23", Depth 8 1/2".
Speaker Unit: Height 17 1/2", Width 28", Depth 11 1/2".



CONCERT & PRO

FENDER CONCERT AMP The Fender Concert Amplifier provides the musician with high quality musical amplification plus economy of operation. It features a dual channel circuit (Normal and Vibrato), with both channels capable of producing tremendous power, free from distortion. The circuit employs silicon rectifiers, vented cabinet, and single unit parts panel. It is completely modern in styling and is built to take the hardest professional use. Twelve tube performance.

SPEAKERS: 4 - 10" Heavy Duty Custom Design.
SIZE: Height 24", Width 24", Depth 10 1/2".

FENDER PRO AMP The Pro Amp has become one of the most popular among musicians and with its modern styling and dual channel (Normal and Vibrato) circuits has proven itself to be extremely durable even when subjected to hard amplification requirements. It is capable of excellent power and fidelity and employs a heavy duty 15 inch speaker. The Pro Amp is an exceptional buy in its price class inasmuch as it offers the most up to date circuits, cabinet styling and the finest components for long trouble-free service. Eleven tube performance.

SPEAKERS: 1 - 15" Heavy-Duty Special Design.
SIZE: Height 20", Width 24", Depth 10 1/2".

Compare Fender... you'll agree they're the finest available anywhere!

FENDER-RHODES ELECTRIC PIANO AND CELESTE The revolutionary new Fender-Rhodes Electric Piano and Celeste are products truly worthy of the Fender name. These instruments are the culmination of years of research to bring an electric piano with fine action and tone to the music world. Immediately noticeable to the player is the fact that no matter how firmly the keys are struck there is no distortion! This feature is achieved by use of patented "shock-bars," allowing not only this dynamic action but a percussion-type effect as well. There are no reeds to break inasmuch as special tone-bars are used with an individual pickup for each. In addition, the instruments are completely tunable by use of a simple spring adjustment. A volume and tone control are conveniently mounted on the front panel.

The new Electric Piano is available in a 73 and 61 note keyboard with sustaining pedal. The Celeste contains the 37 note keyboard in three octaves. These instruments are all equipped with the Fender-Rhodes unexcelled keyboard action and trueness of tone. The instrument cabinets are ruggedly built of 3/4" wood with lock-joint corners and covered in attractive and long-lasting vinyl "Tolex". The smoothly finished fiberglass action covering is easily removable for access in tuning and adjustment.

The Fender-Rhodes Pianos are equipped with an amp-stand containing power enough for any size stage and featuring four 12" heavy duty speakers. These many features of the Fender-Rhodes Electric Pianos, and Celeste make them without doubt the finest available on the market today.



THE FENDER-RHODES PIANO BASS The revolutionary Fender-Rhodes Piano Bass used in conjunction with any heavy-duty amplifier may be used by pianists, organists, and small combos lacking a bass player in its instrumentation. In addition, the Piano Bass may be used in groups where the bass player doubles on a second instrument.

The Piano Bass is a keyboard instrument possessing the tonal characteristics and the pitch range of the standard string bass. There are thirty-two keys starting with low "E" and extending upward to "E" below "Middle C". The action is similar to that of the standard piano in that when the keys are depressed the damper releases enabling the player to achieve sustained notes. When the keys are released quickly, the player will have shortened or non-sustained notes.

Available for the Piano Bass is a heavy-duty adjustable stand that enables the player to use the Piano Bass at any level from a seated to standing position. The top of the stand tilts at any angle for maximum player convenience.

Musicians have found that by adding the Piano Bass to their instrumental group, they have achieved the complete and finished sound that is important to every musical organization.

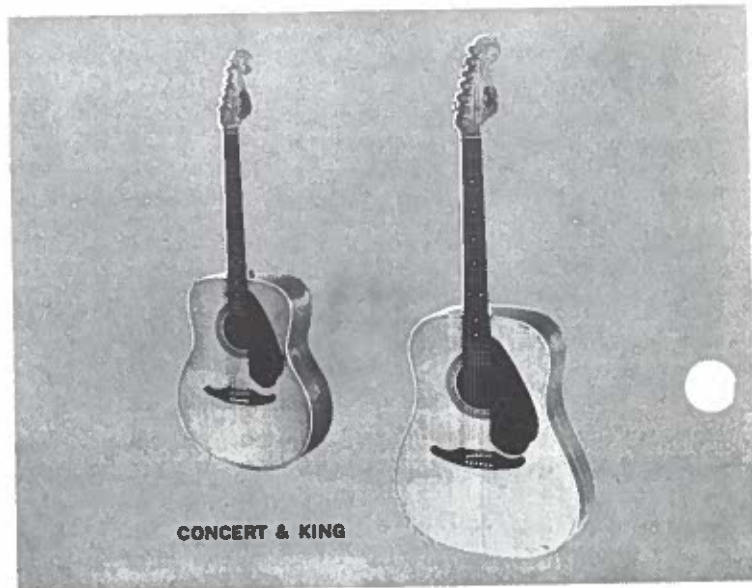
FENDER 800 AND 2000 10-STRING PEDAL STEEL GUITARS The new 800 Single neck and the 2000 Double neck 10 string guitars are equipped with cam action individually movable bridges and roller nuts. An entirely new tuning assembly mechanism allows the player to double flat or double sharp each string. The cables connecting the pedals to the pulling levers can be changed in a moment's notice and a complete new set up can be made by lifting the clips from the levers in use and slipping them onto those desired for the new tuning or chord arrangement. The string length of both is 23 inches. The Pedal 800 is equipped with 6 pedals and the 2000 10. By special order they may be obtained with 11. New advanced designed pickup plus the new Fender Mute will be found on both models. The guitar bodies are made of heavy white ash and set in a three inch deep al-mag frame adding a high degree of rigidity to the instrument. Temperature changes will not affect basic pedal tunings. Every steel guitarist will appreciate the numerous advantages made possible with the Fender 10-String Pedal Guitars... faster playing technique, fuller chords and more complete chord progressions, unexcelled tuning accuracy and the finest in steel guitar design and construction.



PEDAL 1000 & 10-STRING

FENDER 1000 AND 400 PEDAL STEEL GUITARS The New Fender 1000 and 400 in Sunburst finish 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, and are strikingly beautiful employing the highest quality materials for dependable performance. Each has a 23" string length and offers great flexibility of pedal tuning selection. The Fender 1000 double neck with 8 pedals provides as many as 30 usable tunings. Each of the 16 strings may be sharped or flatted 1 1/2 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 Pedal 1000 also features a new mute for each neck for special effects. The 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. The Fender 1000 may be obtained with 9 or 10 pedals by special order.

Both models, equipped with new individually moveable bridges and roller nuts designed to prevent string breakage, ruggedly built to take the hardest use, are convenient to carry and can be set up or disassembled in 3 minutes. Working parts are of case-hardened steel, and parts exposed to the player's hands are heavily chrome plated. The Fender 1000 with its great variety of tunings and the Fender 400 offer the finest in pedal guitar performance and unexcelled tuning accuracy.



CONCERT & KING

FENDER ELECTRONIC ECHO CHAMBER The new Fender Electronic Echo Chamber is a precision engineered, ruggedly built unit utilizing a completely transistorized circuit. It is believed that this unit is without comparison on today's market from the standpoint of both performance and its ability to meet every musician's playing requirement. The echo delay is variable from zero to 400 milliseconds, with further modification of the signal being achieved with the separate echo and reverb controls. A high-low impedance selector switch permits matching the Fender Electronic Echo Chamber to the impedance of most instrument pickups as well as public address system microphones.

A separate control provides adjustment of reverb "runaway" and "feedback". Individual controls provide for degree of reverb, echo and echo time delay. The tape-cartridge employs continuous tape with a service life exceeding 1000 hours. Replacement tape cartridges, easy to install, will be readily available. The cabinet is built to take hard professional use and is covered with vinyl plastic fabric. All controls and jacks are recessed so they will not be damaged when shipped or carried.



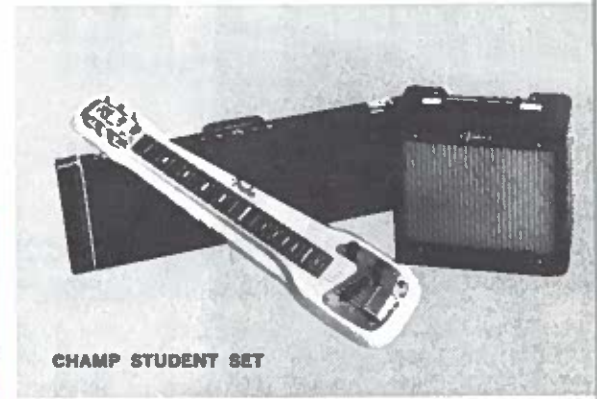
ECHO CHAMBER

FENDER STUDIO DELUXE SET The Studio Deluxe Set represents the finest of its kind on the market today. 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. Heavily chromed legs provided are adjustable to varying playing heights. The Fender Princeton Amp with Tremolo supplied with this set has the following front controls; volume, tone, speed and intensity and pilot light, and is equipped with a heavy-duty 10" speaker. The Studio Guitar case has a separate leg compartment, and is covered with the same durable "Tolex" covering used on the amplifier to make a matching set.



STUDIO DELUXE SET

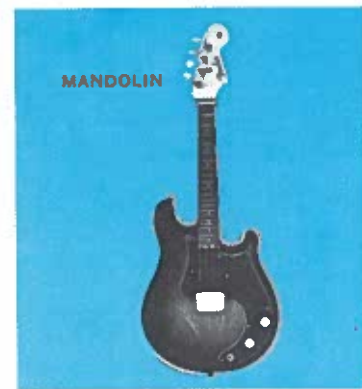
FENDER CHAMP STUDENT SET The Fender Champ Set is one of the finest low priced guitar and amplifier combinations on the musical market. The Champ Guitar has a solid hardwood body, beautifully finished and distinctively designed. It has a replaceable fretboard and detachable cord, and tone and volume controls. It features both the adjustable bridge and high fidelity pickup. The Champ Amp is sturdily constructed on the finest cabinet design. Circuit provides extremely pleasing reproduction. Speaker is a fine quality permanent magnet type. The Champ Amp has two instrument inputs, volume control, jeweled pilot light and extractor-type fuse holder. The amp is covered in attractive black Tolex.



CHAMP STUDENT SET

FENDER STRINGMASTER, DELUXE 6 AND 8 STEEL GUITARS Fender Steel Guitars incorporate the latest and most advanced developments in guitar design. They feature counter-balanced pickups which eliminate hum and noise and provide wide tone range by use of a switching and mixing system enabling the player to obtain any tone from low bass to high staccato. The pickups are adjustable so that any tone balance can be achieved. These instruments are fitted with adjustable bridges in order that intonation may be adjusted any time to compensate for different string gauges. On the multiple-neck models, 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. Available in 2, 3 or 4 necks blond or dark and in 22½" or 24½" string length.

The instruments are mounted on telescoping legs providing a variable height for sitting or standing play. All critical parts are case-hardened and designed to prevent ordinary wear from occurring.



MANDOLIN

FENDER ELECTRIC MANDOLIN A most outstanding instrument on today's market, true Mandolin tone, graduated neck with 24 frets provides fast comfortable playing actions, plus double cutaway body design for convenient access to top frets. Solid wood body is of choice grain hardwood, beautifully finished in shaded sunburst. The body is contoured for complete playing comfort. Micro-adjustable bridges provide separate adjustment for both string lengths and height assuring perfect intonation and action. Pickup is adjustable for string balance and affords the finest Mandolin tone.

FENDER KING AND CONCERT ACOUSTIC GUITARS The Fender Company has recently introduced their first Acoustic Guitars. These fine instruments will set the standard to judge others. As the line of Fender Acoustics grow, each will dominate its field for fine tone, craftsmanship, durability, ease of playing and beauty. These facts will readily be seen wherever these fine instruments are displayed.

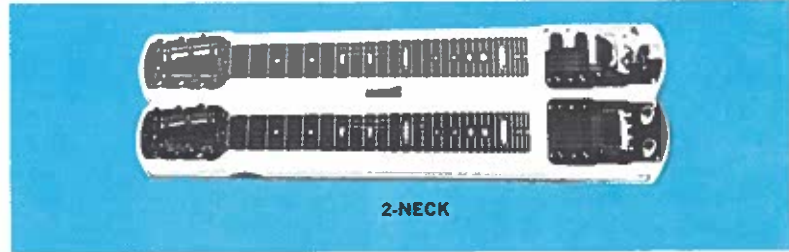
Some of the outstanding playing features of these instruments are: individually adjustable bridges; the famous removable Fender Neck of natural maple and rosewood fingerboard, recognized the world over for ease of playing and its distinctiveness, plus having an adjustable truss rod from nut to last fret. The neck is mounted without a heel, thereby gaining up to four additional frets which are easily accessible. Strap buttons are both mounted in solid wood into the body rather than one at the neck head.

The tops of these instruments are of selected narrow grained Spruce with a choice of sides and back in Rosewood, Brazilian Rosewood, Vermillion or Mahogany sides and back selected for maximum in pattern beauty. Both neck and entire body are of a high-gloss finish which resists cracking. Inside braces are placed so as to produce a superior tone and give maximum rigidity of sides, top and back without influencing vibration. Each model has carefully inlaid purfling and applied binding. The finger rest is not glued but elevated to prevent rippling and loosening.

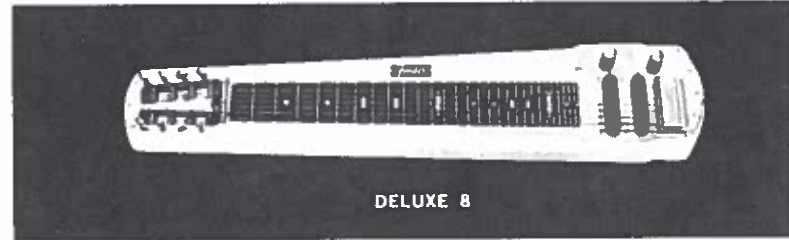
It is believed that the new Fender Acoustics are the finest on today's market. The tone ease of playing and beauty are unsurpassed.



2-NECK



DELUXE 8



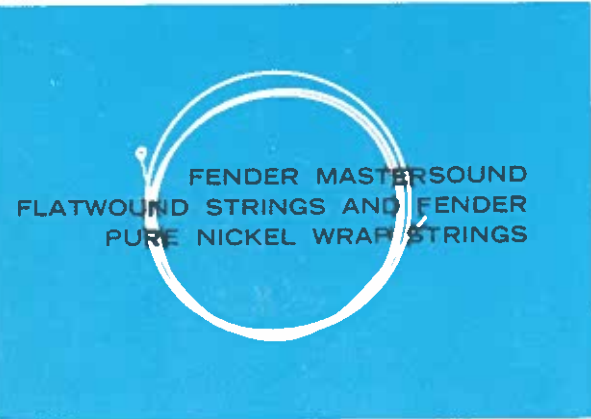
DELUXE 6



FENDER REVERB UNIT Designed for use with all amplification systems, the Fender Reverb Unit offers the finest distortion-free reverberation. It is highly portable and provides the "expanded sound" effect sought by guitarists and accordionists. In addition, it is an excellent unit for microphone, phonograph and tape recorded program material. The Fender Reverb Unit employs a professional amplifier section and the popular Hammond Reverberation adapter. It can be used with the player's existing amplifier to provide normal sound amplification to which Reverberation is added by use of the remote on-off reverberation control.



FENDER CASES Both regular and molded cases are made of the finest materials for beauty and maximum protection of the instrument. The molded cases are vacuum formed of high impact styrene. They are rust-colored with gold anodized aluminum stripping, brushed-brass hardware and have the gold Fender signature on each side. Interiors are plush-lined and simi french-fitted with two compartments for storage. Regular cases are covered in vinyl "Tolex" and leather bound. Interiors are fitted to protect the instrument at all times and lined with beautifully textured plush lining. Handles and hardware are securely mounted and will give long lasting service. Both cases are recognized for their durability and ability to stand up under hard use.

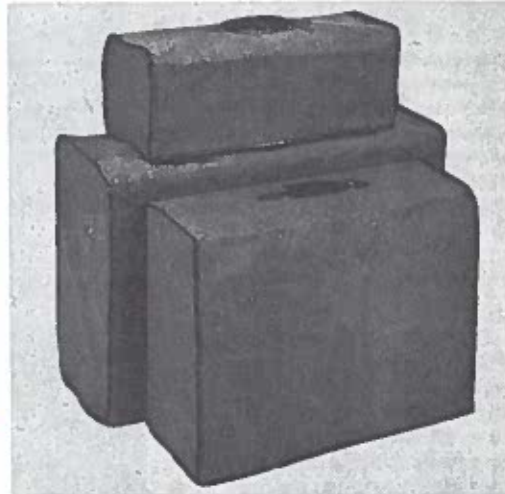


for Electric and Acoustic Spanish Guitars, Electric Hawaiian Guitars, Electric Bass, Electric Mandolin, Banjos and the Classic Guitar

For many years, the Fender Company has continually experimented with every conceivable kind of electric, non-electric and nylon strings that would provide guitarists the finest strings on today's musical market.

Today, Fender offers a complete selection of the finest strings, both electric and non electric fretted instruments... strings which offer:

- Perfect Balance for evenness of tone
- Controlled Diameters for perfect intonation
- Tightly-applied Windings preventing loss of tone
- Lasting resistance to stretch and pull
- Superior magnetic qualities for string tones that remain brilliant and alive throughout string life



AMP COVERS These water proof, tear and abrasion resistant Fender Amplifier Covers afford protection to an amplifier and are extremely serviceable. They are made of light-weight black Tolex, 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.

FENDER ACCESSORIES AND OTHER FINE PRODUCTS

- Fender tone & volume and volume foot pedal controls
- Fender plasti-leather bags
- Fender extension speakers
- Fender polish
- Fender picks
- Regal Guitars
- Lesmann Accordion- Organ
- De Armond pick-ups and controls
- Electro-voice microphones and stands
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