

F

ender

FINE ELECTRIC
INSTRUMENTS



SOLD BY LEADING RETAIL MUSIC
DEALERS THROUGHOUT THE WORLD

TELECASTER GUITAR

The original of the solid body guitars and the proven favorite of countless players.

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

TREMOLUX AMP

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

Features include the beautiful and durable case and covering found on all Fender amplifiers, 12" heavy duty Jensen speaker. Wide range tone, excellent power vs. distortion characteristics, chrome plated top mounted chassis, on-and-off switch, tremolo depth and speed controls, tone control, two volume controls and four input jacks. Comes complete with tremolo foot control switch, 15 Watts output.

TELECASTER GUITAR and TREMOLUX AMP



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

Unsurpassed in the Field of Fine Music

ESQUIRE GUITAR

Many outstanding Fender features are to be found in this economically priced modern instrument, and it is a most outstanding performer in the low price field.

The Esquire guitar features a beautifully finished blond hardwood body, white maple neck with adjustable truss rod, white pickguard, two-way adjustable bridge, adjustable pickup, tone and volume controls, three-way tone change switch.

SUPER AMPLIFIER

Another proven favorite of the Fender amplifier family. Many hundreds of these units in use have helped build the Fender name for quality and performance. While the Super Amp has been in the Fender line for years, it has been modernized and constantly brought up to today's high standards. Its features now include the handsome, diagonally striped luggage linen covered cabinet, chrome plated chassis, two 10" heavy duty Jensen speakers, ground switch, on-and-off switch, standby switch, bass, treble and presence tone controls, two volume controls and four input jacks. 20 Watts output.

ESQUIRE GUITAR and SUPER AMP



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

Fender

STRATOCASTER GUITAR and TWIN AMP

Amp Size:
Height 16"
Width 24"
Depth 10½"



STRATOCASTER GUITAR

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

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

TWIN AMP

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

Fender

Fine Electric Instruments

PRECISION BASS and BASSMAN AMP

Amp Size:
Height 23"
Width 22½"
Depth 10½"



PRECISION BASS

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

BASSMAN AMP

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

Provides true bass amplification or may also be used for other instruments due to its widely varying tonal characteristics.

Heavy duty solid wood cabinet covered with diagonal, brown and white stripe airplane luggage linen. Chrome plated chassis, on-and-off switch, ground switch, standby switch, bass, treble and presence tone controls, two volume controls, two input jacks, four 10" heavy duty Jensen speakers, 50 Watts output.

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

Fender

PRO AMP

Size:
Height 20"
Width 22"
Depth 10"



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

It features the solid wood lock jointed cabinet, covered with the regular Fender brown and white diagonal stripe luggage linen; chrome plated chassis, 15" heavy duty Jensen speaker, ground switch; standby switch; on-and-off switch, full range tone control, two volume controls and four input jacks. 26 Watts output.

DELUXE AMP

Size:
Height 16½"
Width 18"
Depth 8¾"



The Deluxe Amplifier is as modern as tomorrow and will give long lasting satisfaction to the owner. It is beautifully styled and covered with the finest airplane luggage linen.

This amplifier is outstanding in its class and embodies the following features: top mounted chrome plated chassis, heavy duty 12" Jensen speaker; ground switch; on-and-off switch; panel mounted fuse holder; bull's-eye pilot light; tone control; two volume controls; three input jacks. It also has the extension speaker jack mounted on the chassis and wired for instant use.

It is an exceptional performer, both for tone and for volume in its price class and is one of the favorites of the lower priced field. It represents one of the finest values available. 15 Watts output.

PRINCETON AMP

Size:
Height 12½"
Width 13½"
Depth 8"



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

This amplifier is a composite of these recommendations which combine to make it an outstanding unit. It is rugged in its construction and has the top mounted chrome plated chassis; on-and-off switch; tone control; volume control; two input jacks; bull's-eye pilot light and panel mounted fuse holder. It employs a Jensen heavy duty 8" speaker and provides 4½ Watts output. It will give faithful reproduction and will stand a terrific amount of abuse. The case is rugged and covered with the regular airplane luggage linen.

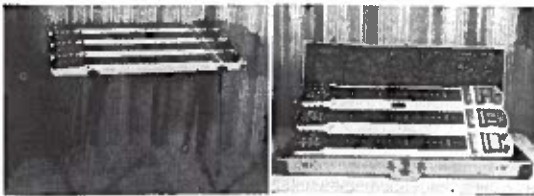
FOR FURTHER INFORMATION, SEE YOUR LOCAL MUSIC DEALER, OR WRITE:

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

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

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

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



STRING MASTER GUITARS

TWO NECK GUITAR



THREE NECK GUITAR

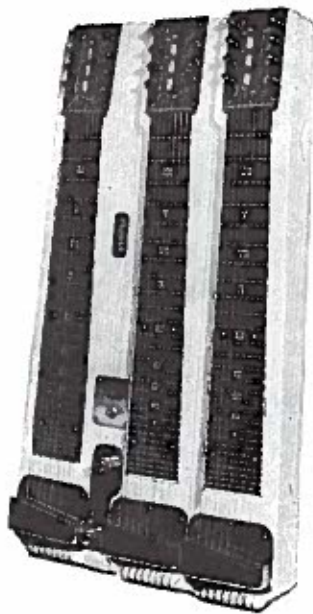


FOUR NECK GUITAR



Fender

THE CUSTOM 3 NECK GUITAR



Progress has demanded that this instrument be produced for the most discriminating performer. The Custom 3 neck guitar is the ultimate in modern electric instruments and incorporates features found only in Fender Fine Electric Guitars, making it the favorite of many of today's top professional artists.

This guitar is fashioned of the finest quality light or dark hardwoods, handsomely crafted and hand rubbed to a mirror-like piano finish. It employs the new, improved Fender direct string pickup units which are without compare on today's market.

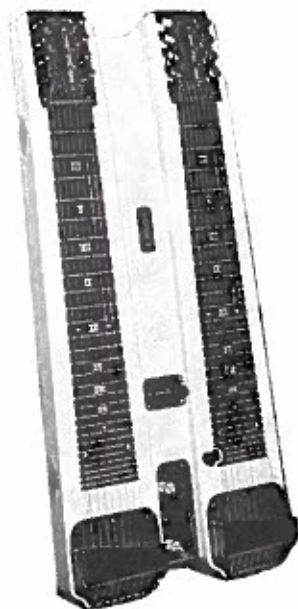
Each bank of strings is raised to give proper clearance and a silent lever-type switch is provided for selecting the desired bank of strings, a separate switch is also provided to enable the player to use all three banks of strings simultaneously.

The Custom guitar is ruggedly constructed and so designed to maintain accurate tuning over a long period of time, and will continue to maintain its tuning under considerable changes of temperature and humidity which is extremely important in professional use.

Fender

The Choice of Leading Artists Everywhere

DUAL 8 and DUAL 6 PROFESSIONAL GUITARS



The Fender dual eight and dual six professional guitars embody the finest efforts of the Fender design engineers along with help and recommendations of many of the best known professional players.

This guitar is a beautiful composite of all these recommendations so ingeniously designed that it meets the most exacting requirements. This guitar is made of the finest fancy, solid light and dark hardwoods finished in a hand-rubbed satin sheen piano finish. It is ruggedly constructed to give long and faithful service.

The fret boards are handsomely etched and filled with matching enamel. The frets are plainly marked and so arranged as to eliminate glare when playing. The outside bank of strings is raised above the inside strings in order to offer proper playing clearance.

A silent lever-type three-position switch is provided, allowing either bank of strings to be played individually with the unused bank silenced or a switch position allowing player to use both banks of strings simultaneously.

The Fender dual eight professional guitar is ruggedly constructed to withstand the most rigorous treatment and its quality and purity of tone are outstanding among present-day instruments. Available in both dual 8 or dual 6 string models.

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

This Deluxe model guitar represents the ultimate in guitars of this type. Its many special features provide exceptional quality and pickup and the unique body design makes it one of the easiest guitars to play.

It incorporates the improved Fender direct-string pickup unit. The tone and volume controls are located in optimum playing position, out of the way, yet entirely accessible.

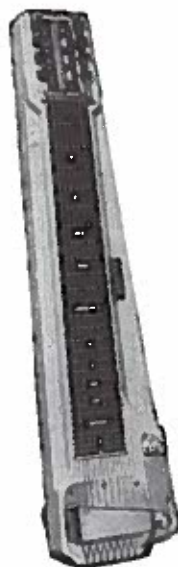
The strings are well elevated and the body of the instrument along the strings is cut away to provide ample playing clearance.

The body is made of fine solid light or dark hardwood, beautifully finished in hand-rubbed natural finishes.

In this outstanding instrument are included the notchless bridge and nut, which keeps the strings exactly level at all times and completely eliminates the old familiar string rattle. This feature also affords the player more playing comfort due to lessened need for heavy bar pressure.

The Deluxe guitar is one of the finest instruments available and highly recommended for both professional and non-professional use. Available in both 6 and 8 string models.

DELUXE GUITAR 6 and 8 String



Unsurpassed for Fine Music

Fender

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

The student guitar has a solid hardwood body and is beautifully finished in cream colored mother-of-pearl plastic.

It has a replaceable fret board and detachable cord, and the tone and volume controls have been placed in the optimum position for easy playing. It has safety string patent heads and recessed jack ferrule.

The amplifier is sturdily constructed of the finest materials. The cabinet is $\frac{3}{4}$ " solid wood and lock-jointed corners, and covered with diagonal striped airplane luggage linen. It has two instrument input jacks, volume control, jeweled panel-lite and an extractor-type panel mount fuse holder. The speaker is a fine quality permanent magnet type and its reproduction is extremely pleasing.

The guitar case is a standard sewed type case covered in brown simulated alligator with imitation felt lining. A hard shell linen-covered plush-lined case is available at a slight additional cost.

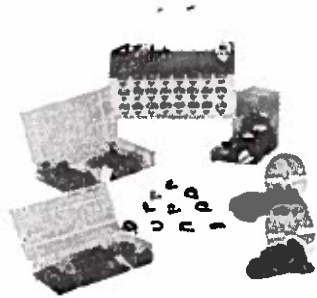
STUDENT SET

Amp Size:
Height11 $\frac{1}{4}$ "
Width12"
Depth7 $\frac{1}{4}$ "



OTHER FINE *Fender* PRODUCTS

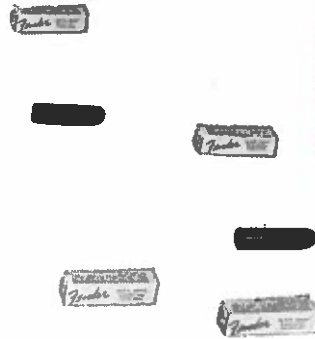
PICKS



STRINGS



BLACK RAJA BARS



FOOT PEDALS



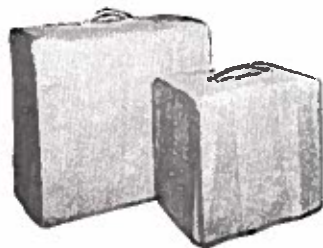
MICROPHONES



STANDS



COVERS



PADDED BAGS



CASES



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

Fender
SALES INC.

308 EAST FIFTH STREET • SANTA ANA, CALIF.

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