



The Kings Four



Speedy West



Nappy Lamere



Alvino Rey



Neil Lovang



McAuliffe



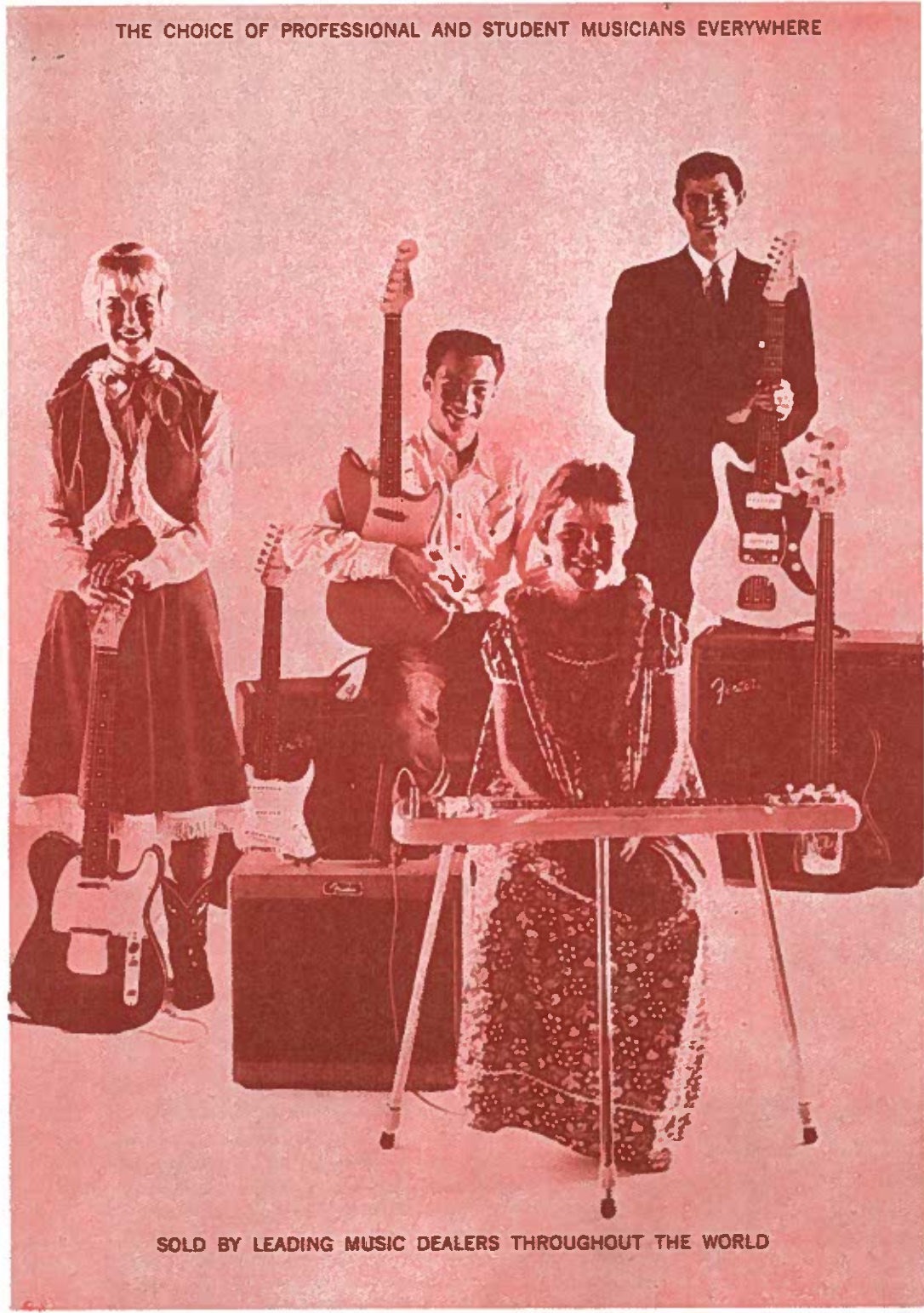
The Morgan Brothers



Mary Kaye Trio



The Mulcays



THE CHOICE OF PROFESSIONAL AND STUDENT MUSICIANS EVERYWHERE

SOLD BY LEADING MUSIC DEALERS THROUGHOUT THE WORLD

Fender

FINE ELECTRIC INSTRUMENTS

Fender Fine Electric Instruments

New!



JAZZ BASS

NEW FENDER JAZZ BASS—This is Fender's newest addition to the field of electric basses and represents the standards by which others will be compared. The two pickups have two coil pieces for each string giving excellent and true string tone response.* Tandem tone and volume controls for each pickup permit mixing for wide bass tone selection. In addition, it features Fender's new faster-action neck with rosewood finger-board and adjustable truss-rod for perfect neck alignment. For playing ease and comfort, the body is comfort-contoured and shaped with the "offset" waist design, fitting the instrument to the player's body and placing the player's arm in a natural position over the strings. Individual bridges are adjustable for both accurate string lengths and comfortable string heights. Every bassist will find the new 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.

Patent Pending

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 and very large in performance. Fast-action neck facilitates playing technique, playing in tune and is extremely comfortable. Adjustable neck truss-rod assures perfect neck alignment. Individual bridges are adjustable for custom string heights and perfect string length between bridges and nut. Split pickups produce true bass tones and require only a fraction of the playing effort that went into playing old style bass. In addition, considerably more volume is obtainable. Its portability permits freedom of movement on stage and the fact that it is easy to carry is readily appreciated by every bass player. Its fine tone quality, playing ease and comfort has made the Fender Precision Bass a stock item in many of the nation's top musical organizations.



PRECISION BASS



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 country during the past year. This remarkable guitar incorporates all the well-known Fender developments including the new "off-set" body design, smooth tremolo action plus separate rhythm and lead tone circuits. In addition, it offers a comfort contoured body and truss-rod reinforced fast-action 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 two-way bridges and completely adjustable high fidelity pickups. The Jazzmaster represents one of the finest additions to the Fender line and far surpasses other instruments in its price class.

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.



The Jordanares

Monk Montgomery



FENDER BASSMAN AMP—Specially designed for use with the Fender Jazz Bass and Fender Precision Bass and may be used with other instruments due to its wide tone response and circuit design. 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 inputs, on-off switch, ground switch and standby switch. Heavy duty solid wood cabinet covered with two-ply striped luggage linen. *Size, Height, 23"; Width, 22½"; Depth, 10½".*



STRATOCASTER GUITAR

Unsurpassed in the field of Fine Music

FENDER TELECASTER CUSTOM AND ESQUIRE CUSTOM GUITARS

—The dual-pickup Telecaster Custom and single-pickup Esquire Custom guitars offer all the fine playing and design features of the regular Telecaster and Esquire models plus custom treatment of the body.

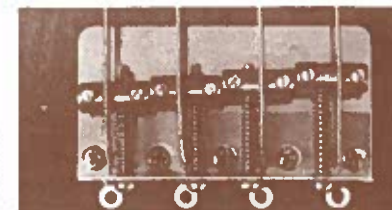
A beautiful highly polished Sunburst finish is used and the top and bottom edges of the solid body are trimmed with white contrasting binding. The necks of the Telecaster Custom and Esquire Custom feature Fender's new fast-action design permitting rapid playing technique and comfortable full chords. The adjustable truss-rod reinforced necks have beautiful rosewood fingerboards.

Each model features the well-known Fender adjustable bridges enabling the player to set the playing action to his own touch, and adjust string lengths for perfect string intonation. The pickups are wide-range and adjustable, allowing any desired string balance and response.

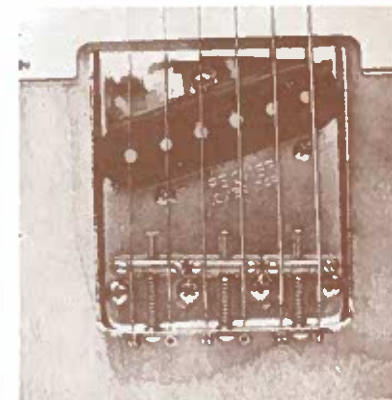
TELECASTER AND ESQUIRE GUITARS—The originals of solid body guitars and the favorites of countless guitarists. Both feature natural blond-finish hardwood bodies, hardmaple necks with rosewood fingerboards. The two-pickup Telecaster and the Esquire with a single-pickup afford wide tone response from ringing "take-off" to very soft rhythm tones. Cutaway body design allows comfortable fingering right up to the highest fret. Two-way adjustable bridges permit custom string heights and perfect string length adjustments. Their fast-action necks feature an adjustable truss-rod which maintains perfect neck alignment and can be set for varying string-tension requirements. 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.

These Fender features assure perfect adjustment of each instrument, afford custom playing action, eliminate factory servicing.

Micro-Adjustable Bridges for perfect intonation... custom string heights



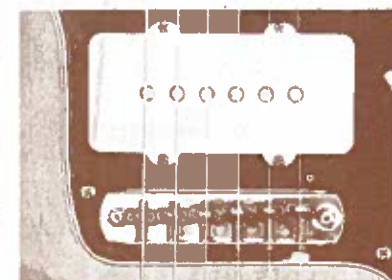
Electric Bass



Telecaster and Esquire

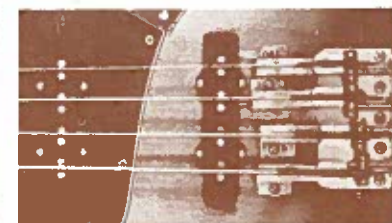


Stratocaster

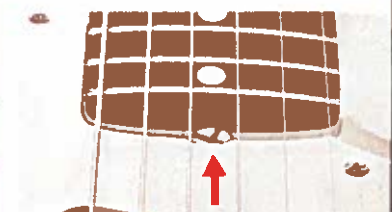


Jazzmaster

Adjustable Pickups for balanced string response



Adjustable Neck Truss-rod for perfect neck alignment



TELECASTER CUSTOM



TELECASTER



ESQUIRE CUSTOM

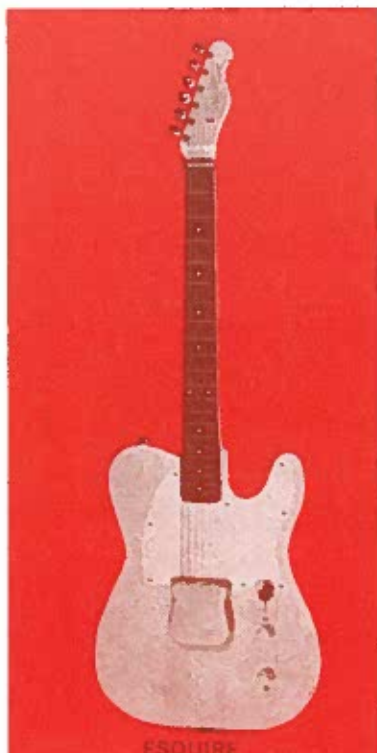
FENDER ELECTRIC MANDOLIN—

A most outstanding instrument on today's musical 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 string heights assuring perfect intonation and playing action. New pickup is adjustable for string balance and affords the finest Mandolin tone.



ELECTRIC MANDOLIN

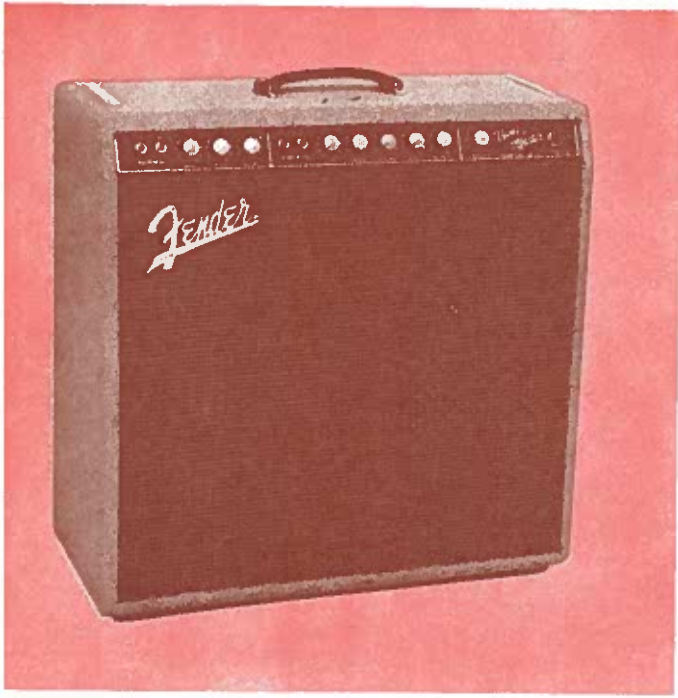


ESQUIRE

Fender Professional Amplifiers

VIBRASONIC AMP—Tubes: 1—Silicon Rectifier, 2—6L6GC, 5—7025 (each dual purpose). Speaker: 1—Lansing 15" Model D-130 High Fidelity Speaker. Size: Height, 10"; Width, 26"; Depth, 10 1/4".

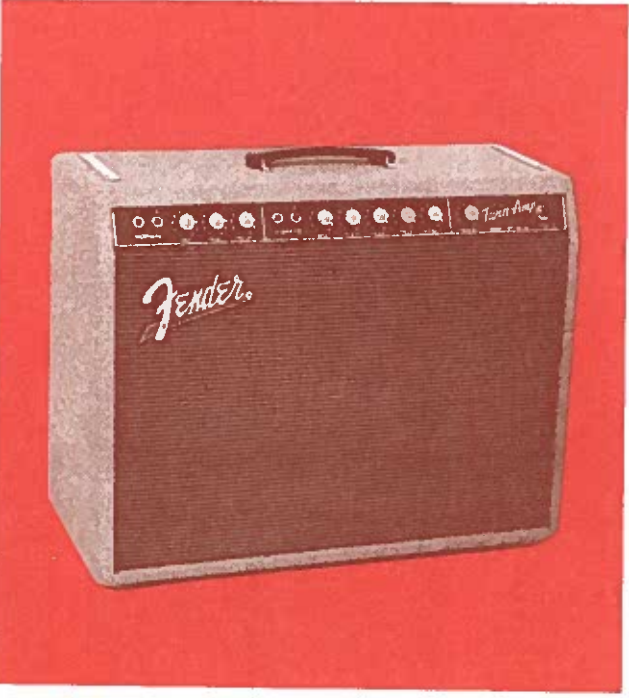
SANDMASTER AMP—Tubes: 1—Silicon Rectifier, 2—6L6GC, 5—7025 (each dual purpose). Speakers: 3—10" Heavy-Duty Jensen Concert Series. Size: Height, 28"; Width, 26"; Depth, 10 1/4".



- A** Dual Channel Circuits • Normal plus remarkable harmonic vibrato
- B** Silicon Rectifiers • Smoother voltage supply—eliminates glass tube rectifier heat
- C** Lock-joint Corners • 3/4" wood stock—rugged and permanent
- D** New "TOLEX" Vinyl Covering • Tough, attractive—resistant to stain, abrasion, moisture, heat and cold
- E** Front Panel Control • Greater accessibility—easy to read
- F** Vented Cabinet • Circulating air cools components—prolongs amp life



CONCERT AMP—Tubes: 1—Silicon Rectifier, 2—6L6GC, 5—7025 (each dual purpose). Speakers: 4—10" Heavy-Duty Jensen Concert Series. Size: Height, 24"; Width, 26"; Depth, 10 1/4".



TWIN AMP—Tubes: 1—Silicon Rectifier, 2—6L6GC, 5—7025 (each dual purpose). Speakers: 2—12" Heavy-Duty Jensen High Fidelity Concert Series Speakers. Size: Height, 19"; Width, 27 1/4"; Depth, 10 1/4".



Comparison will prove the superiority of Fender Amplifiers

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

These new Fender Professional Amplifiers are without doubt the finest available on today's market. They incorporate many new cabinet and circuit design features which will provide musicians the highest quality amplification, economy of operation and complete satisfaction of ownership.

Each of the amps employs dual channels: Normal and Harmonic Vibrato. Both channels are capable of producing tremendous power, free from distortion, with reserve power available when needed. The Harmonic Vibrato Channel will be readily recognized as the finest ever offered with musical instrument amplifiers.

Every musician will appreciate the convenience of operation made possible with the control panel mounted on the front of the amplifiers. Instrument inputs are more readily accessible and settings of the various control knobs are easier to read. The dual channels include the following controls:

Front Panel: *Normal Channel—Separate Bass, Treble and Volume Controls; Two Instrument Inputs.*

Harmonic Vibrato Channel—Separate Bass, Treble and Volume Controls plus Speed and Depth Controls.

The Presence Control on the far right of the panel functions with both channels.

Back Panel: *Ground Switch, AC on-off Switch, Standby Switch, Extractor-type Fuse Post, Speaker Input and Input for Remote Control Vibrato Foot Switch. The remote foot switch is supplied with each amplifier.*

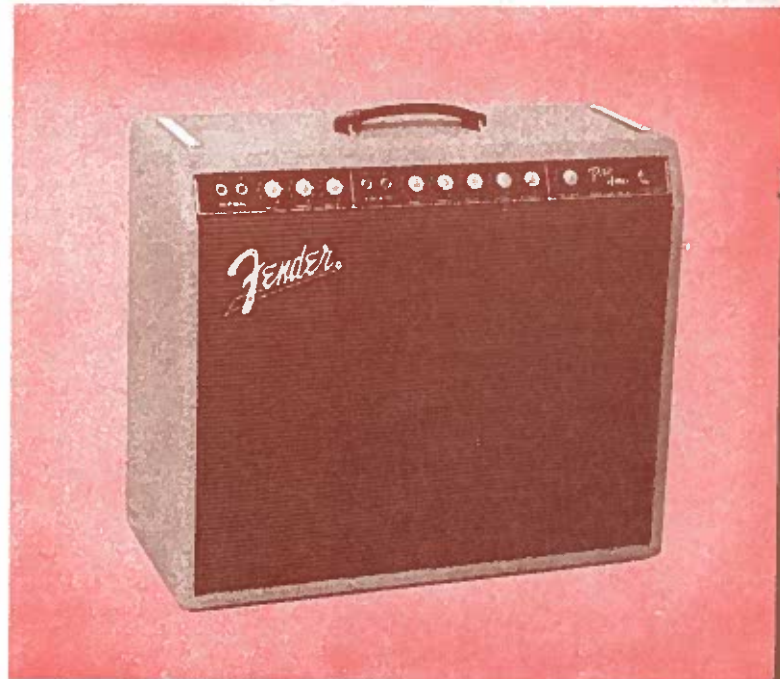
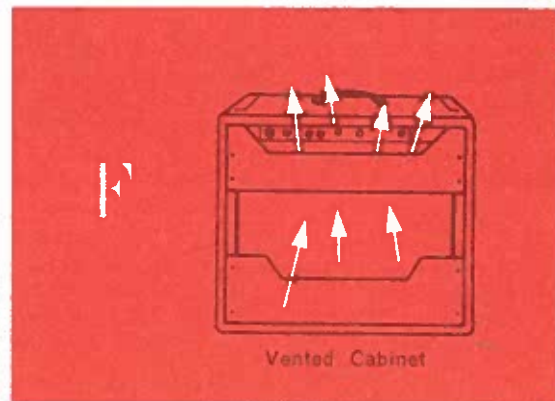
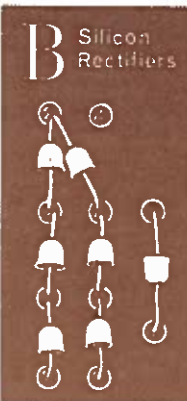
Silicon rectifiers used in the circuits (except Super Amp) offer smoother power regulation and eliminate the heating problem encountered with glass tube rectifiers. In addition, the cabinet is well-vented above and below the chassis permitting air circulation to cool the chassis components. These Fender features eliminate a great source of amplifier failure and service problems, prolong the life of the amplifier, and result in economy of operation.

Fender power and output transformers are heavy-duty, and so designed that overloading is prevented. All high voltage wiring is heavily insulated, and the chassis is mounted so the player is never exposed to electric shock, yet every component is easy to locate with the chassis removed. Heavy-duty Concert Series Jensen speakers or the Lansing D-130 high fidelity speaker are employed in these amplifiers. These are considered to be among the finest available for musical instrument amplification. Small components such as resistors and condensers are mounted on a single unit parts panel, securely soldered into brass eyelets. In this manner, rattles and annoying vibrations are eliminated.

The amplifier cabinets are not only attractive in appearance and completely modern in styling, but they are also constructed to take the hardest professional use. Three-quarter-inch wood stock, lock-joint corners and securely mounted baffle-board, chassis and hardware are features contributing to the portability and ruggedness of these amplifiers. They will retain their like-new appearance over a longer period of time inasmuch as the cabinets are covered with a new, tough vinyl fabric, "Tolex." This striking, textured material is resistant to abrasions and scuffs and is unaffected by moisture, heat or cold.

We have every reason to believe that the new Fender Professional Amplifiers are the finest available for today's musicians desiring top amplifier performance plus up-to-date styling, and we invite you to compare them with other brands in their respective price classes. Each Fender amplifier is guaranteed to give complete customer satisfaction... a guarantee that is backed by Fender's many years of successful business relationships with music dealers and their customers.

The Champs



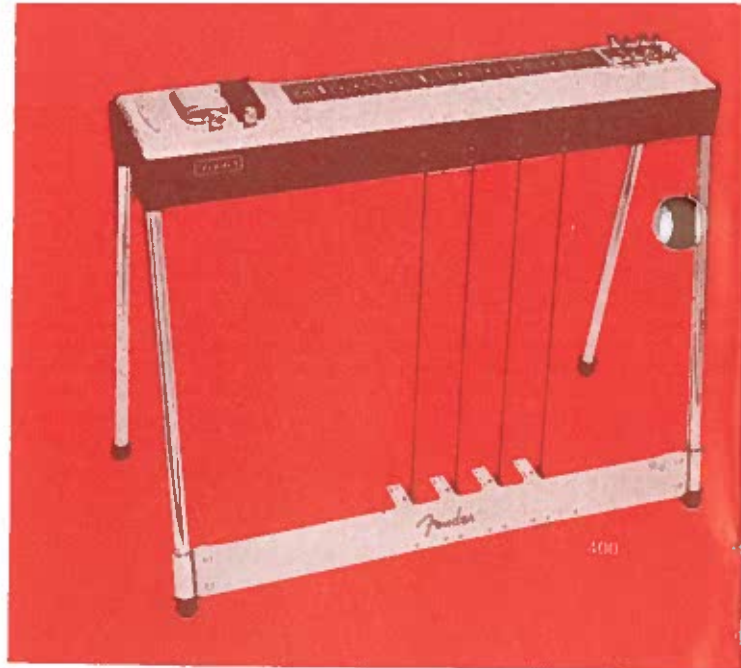
PRO AMP—Tubes: 1—Silicon Rectifier, 2—6L6GC, 5—7025 (each dual purpose). Speakers: 1—15" Heavy Duty Jensen Concert Series. Size: Height, 20"; Width, 24"; Depth, 10 1/4".



SUPER AMP—Tubes: 1—GZ34 Rectifier, 2—6L6GC, 5—7025 (each dual purpose). Speakers: 2—10" Heavy-Duty Jensen Concert Series. Size: Height, 18"; Width, 24"; Depth, 10 1/4".

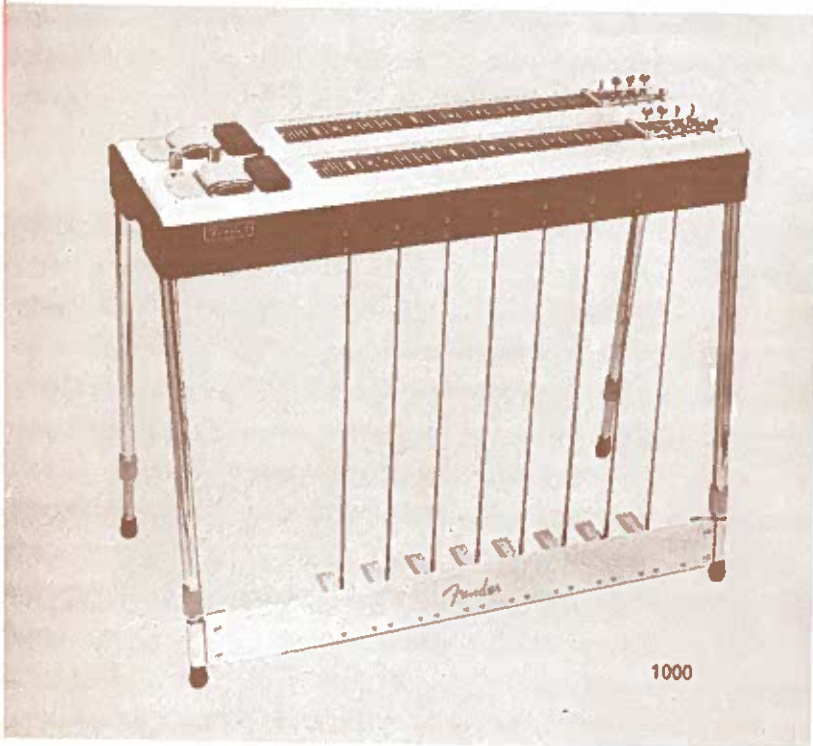
the most advanced pedal guitars on the market today. Both are designed to meet the changing requirements of steel guitarists brought about by the advances made in the music world, and are strikingly beautiful, employing the highest quality materials for dependable performance. Each has a 24½" string 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 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. The Fender 1000 may be obtained with 9 or 10 pedals by special order.

Both models are 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.



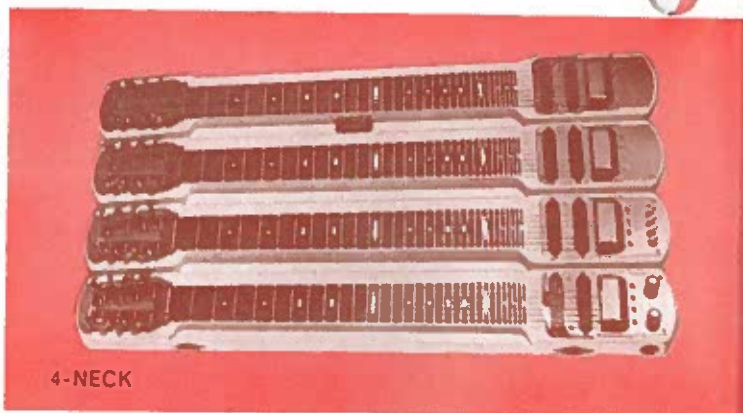
FENDER STRINGMASTER STEEL GUITARS—Fender Stringmaster Steel Guitars incorporate the latest and most advanced developments in multiple-neck steel guitar design. They feature dual counterbalanced pickups which eliminate hum and noise and provide wide tone range by use of a switching and mixing system enabling 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. 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.

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

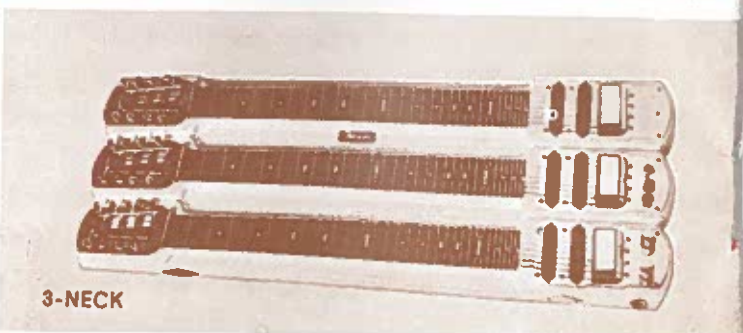


FENDER DELUXE 6 AND 8 GUITARS—The Deluxe Steel Guitar is one of the finest single-neck instruments available on today's market and is highly recommended for both professional and non-professional use. It incorporates many of the same outstanding features found on Stringmaster Guitars.

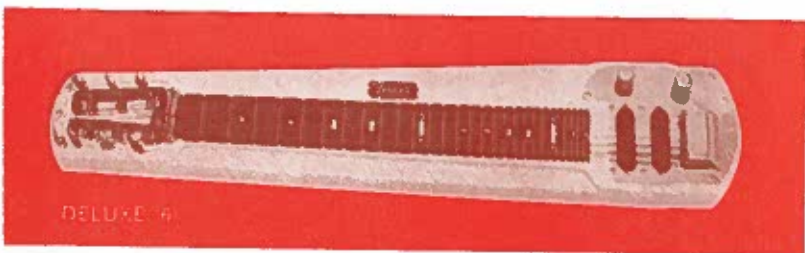
It employs the counterbalanced dual pickups with mixing control, the Fender adjustable bridge for correction of intonation variations and the precision grooved nut of case-hardened steel, assuring level strings at all times. These special features, plus excellent playing qualities and unique body design, combine to make the Deluxe model guitar outstanding among present day instruments. The Deluxe 6 and 8 Guitars are mounted on 3 telescoping legs for variable instrument height and playing position.



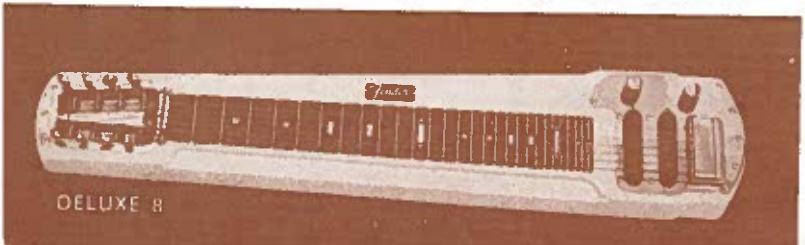
4-NECK



3-NECK



DELUXE 6



DELUXE 8



2-NECK

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 angles. Heavily chromed legs provided are adjustable to varying playing heights. The Fender Princeton Amp supplied with this set has two input jacks, tone control, volume control, on-off switch, jeweled panel light, extractor-type fuse holder, heavy duty 8" speaker and produces 4½ watts of distortionless power. The Studio Guitar case has a separate leg compartment and is covered with the same durable material used on the amplifier to make a matching set.



Andy Doll

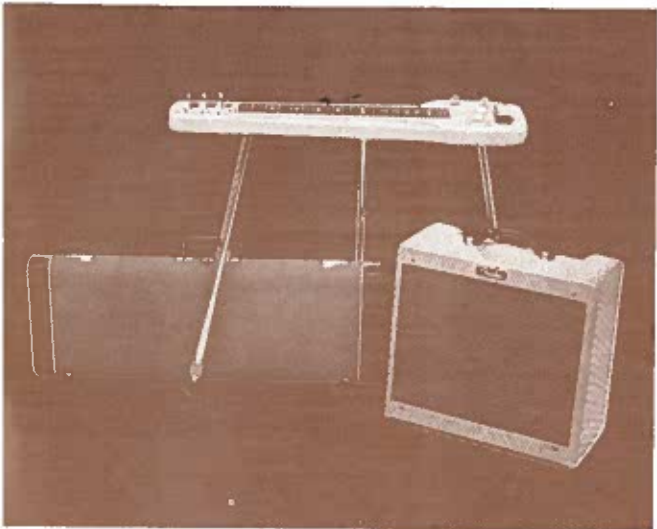
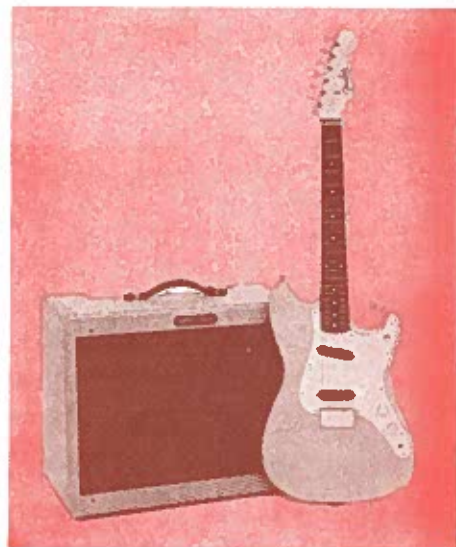
FENDER DUO-SONIC THREE-QUARTER SIZE GUITAR—This is an outstanding addition to Fender Fine Electric Instruments. It is especially designed for adult and young musicians with small hands, featuring Fender fast-action neck with adjustable truss rod, two adjustable wide-range pickups and three-position pickup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

FENDER DELUXE AMPLIFIER—This amplifier is outstanding in its price class and incorporates the following features: Top-mounted chassis, heavy-duty 12" speaker, ground switch, on-off switch, fuse holder with jeweled pilot light, tone control, two volume controls, three input jacks and extension speaker jack. The Deluxe Amp is an exceptional performer in its price range and represents one of the finest values available. *Size: Height, 16¼"; Width, 22"; Depth, 10".*

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.

FENDER HARVARD AMP—The Harvard Amp provides distortionless amplification at a conservative price plus the assurance of long faithful service. It employs a 10" Jensen speaker, top-mounted chassis with volume control, tone control, three input jacks, on-off switch, bull's eye pilot light and extractor-type fuse holder. *Size: Height, 16¼"; Width, 18"; Depth, 8¼".*

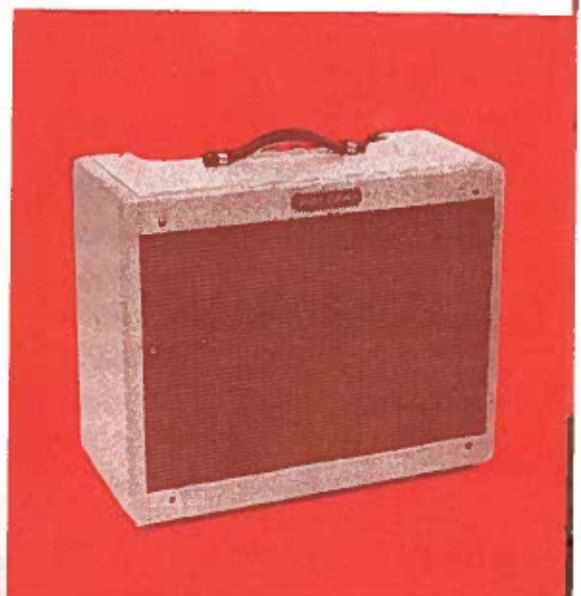
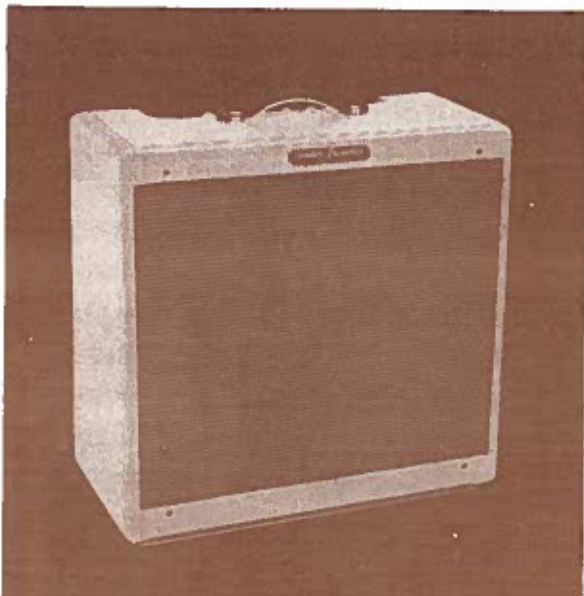
FENDER VIBROLUX AMP—The fine tremolo circuit of the Vibrolux Amp assures outstanding amplification qualities and performance characteristics. The circuit incorporates the latest control and audio features to make it the finest amplifier of its type in its price range. A Jensen 10" heavy duty speaker is used in this amplifier. Controls include tremolo speed control, tremolo depth control, volume control, plus three input jacks, on-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, 16¼"; Width, 20"; Depth, 9¼".*



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

FENDER TREMOLUX AMP—The Fender Vibrolux Amplifier is one of the most popular in the field of lower priced amplifiers with tremolo. The circuit not only provides excellent musical instrument amplification, but in addition, offers the player smooth tremolo with variable speed and depth controls. A remote foot switch activates the tremolo circuit as desired by the player. The circuit also provides for wide-range tone settings. Comparison will prove its superior performance in its price class.

Features include the beautiful and durable case and covering found on all Fender amplifiers, heavy duty Jensen speaker, wide range excellent power vs. distortion characteristics, chrome plated top-mounted chassis, on-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, 16¼"; Width, 22"; Depth, 10"*

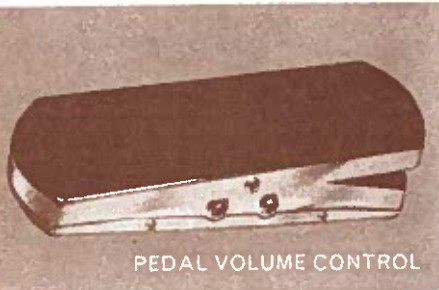


FENDER TONE AND VOLUME FOOT PEDAL CONTROL—Fender's new tone and volume foot pedal is one which every guitarist will appreciate. It features an extremely quiet mechanical operation for tone and volume changes and is designed for comfort and convenience. The controls and all parts are of the highest quality. 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 comfortable to use in either 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.



TONE AND VOLUME PEDAL CONTROL



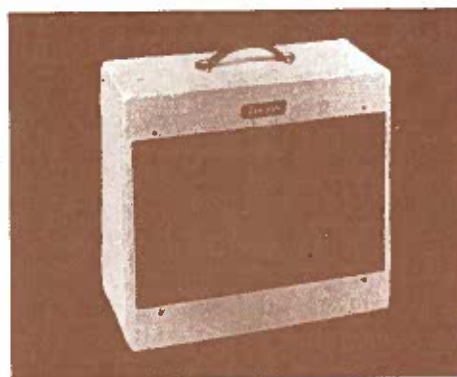
PEDAL VOLUME CONTROL



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.

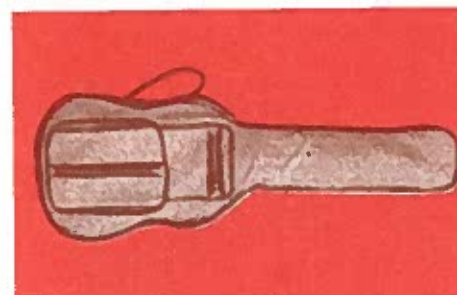


FENDER CASES—Fender cases are made of the finest materials and covered with rich, scuff and abrasion resistant attractive fabrics. Case interiors are fitted to protect the instrument at all times and lined with beautifully textured plush lining. Where possible, suitable pockets are provided to hold strings 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 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.



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
MASTERSOUND
FLATWOUND STRINGS
AND FENDER PURE
NICKEL WRAP
STRINGS

for Electric and Acoustic Spanish Guitars, Electric Hawaiian Guitars, Electric Bass, Electric Mandolin 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

Fender
SALES, INC.

SANTA ANA, CALIFORNIA

OTHER FINE PRODUCTS AVAILABLE:

- REGAL GUITARS
- ELECTRO-VOICE MICROPHONES AND STANDS
- DE ARMOND PICKUPS & CONTROLS
- BLACK RAJA & NICK MANOLOFF STEELS
- FENDER-D'ANDREA-NATIONAL PICKS

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