

## WHO IS THAT GUY?

Seldom in the history of rock—in the history of guitar playing, period—can monumental change be attributed to a single guitarist whose own individual contributions amount to nothing short of an astounding re-imagining of the instrument's possibilities and whose playing abilities and design innovations are so utterly dazzling as to be considered truly revolutionary. Such is the case with Edward Van Halen.

He exploded onto the music scene in the late '70s and, seemingly overnight, rewrote the book on rock guitar. How did he play like that? And what was that weird guitar he was playing? Here was a wild, ambitiously swaggering rock band from Los Angeles that boasted a skinny, smiling 20-something kid who was so utterly musically ferocious that you were left with no choice.

If you were a rock guitarist in the late '1970s, you and everybody else were no doubt riffing away happily—pentatonically, mostly—on one of the popular mainstream electric guitar models of the day. Then, on Feb. 10, 1978, Van Halen was released. And your world was no longer the same—you either got on this new rocket, or you were over.

Nobody had ever seen or heard anything like Eddie Van Halen. Nobody had ever seen or heard such a strange guitar—a striking black-and-white striped model that kind of looked familiar but wasn't. Within it, he dazzlingly swooped, dived, screamed and blazed his way through one of the most original and famous debut albums in history. No overdrubs, huge pedal boards or expensive custom gear. A few knew what was coming because they'd seen him reduce the Sunset Strip nightclubs to rubble, and when some established guitar heroes laughed at his duct-taped-home-made setup when the still-hegding Van Halen opened for them, they weren't laughing after Eddie won the room and left audiences' jaws somewhere around their ankles.

His dazzling technique was incredibly acrobatic, which was not only sonically adventurous, but also riveting to watch onstage.

But it wasn't about acrobatics—to assume so was to miss the point, and Eddie grew annoyed with those who mistook him for a mere gymnast. Whatever he did was always for the song and in devotion to musicianship, a central truth of his artistic home out by the fact that whereas pale imitators quickly came and went, Eddie Van Halen wide and played on hit after hit.

Eddie Van Halen wasn't just at the epicenter of the new rock guitar. He was the epicenter, and while his band had macho swagger to spare, it was always delivered with a wink—more like clown prince than dark prince of rock. Watch any Van Halen video or concert footage—Eddie Van Halen was always smiling, enjoying himself while he blew you away.

# EVH

## EVERYBODY WANTS ONE!

THE EDDIE VAN HALEN FRANKENSTEIN™ REPLICA GUITAR

## A NEW KIND OF GUITAR

Look at the cover of the first album. Look at the black-and-white striped instrument that 22-year-old Eddie Van Halen is thrusting toward the camera like he's showing you the future. Realize that when this trailblazing album first appeared, nobody had ever seen or heard a guitar like it because no such guitar ever existed.

He made it himself. Eddie Van Halen was not only a great musician, but also a constant tinkerer who was always messing with his gear, always trying new things and always after something nobody else had. After all, no stock guitar had what he needed, and although he fired a few staples in his formative years, he found them all lacking. So he took matters into his own capable hands.

Ironically, he wasn't a guitar geek. He hadn't studied wiring or guitar design. But he was resourceful and creative, and he didn't follow the rules because he didn't know the rules. This served him well as he gathered parts and ideas for his own creation.

He started out with his '58 Fender® Stratocaster® guitar and a favorite humbucking pickup. He chiseled the guitar body so the pickup would fit, rotated slightly to accommodate the Fender's wider string spacing, and adjusted the guitar's vibrato bridge plate to lie flat against the body, preventing upward bends but increasing tuning stability.

This was not the guitar that appears on the cover of Van Halen. Seeking a heavier guitar body, Eddie bought a Strat® body for \$50 and a neck for \$80. Again, he chiseled in the humbucking pickup, which he had potted himself to reduce feedback by dipping it into a coffee can full

## TODAY

Now, in 2007, Eddie Van Halen and the master builders of the Fender Custom Shop bring you a most eagerly awaited musical event: the unveiling of a 300-instrument limited edition run of the Eddie Van Halen Frankenstein™ replica guitar.

This red, black and white ash-body guitar has been put through an authentic two-stage aging process to replicate the original down to every last scratch, ding and cigarette burn. Fender craftsmen even scoured the land for 1971 quarters to stick in the Floyd Rose® Original tremolo bridge. The guitar features a pair of Seymour Duncan® Custom Shop EVH® pickups controlled by a single master volume knob (that says "Tone") mounted on a partial black pickguard that is virtually identical to the original.

It's a phenomenally crafted piece of rock history—of guitar history, period—and it could only come from the mind and legacy of Eddie Van Halen and the talented resources of Fender. It simply must be seen, heard and felt to be believed, and it will re-ignite the awestruck wonder and sheer thrill you experienced the first time you saw, heard and felt the incredible musical power of Eddie Van Halen.

After all, it's his baby. Now it can be yours.

**WE WILL USA  
ANOTHER SHOT FROM  
THE 12/13/06 PHOTO  
SHOOT**

## AND A CASE TO MATCH

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### 1. RIGHT ON THE MONEY

Eddie stuck a 1971 quarter under the trem unit, so we did too after scouring the land in search of coins from that year. Yeah, we know you're not supposed to deface U.S. currency, be a pal and don't tell the Treasury Department.

### 2. STRIPES

A note-perfect recreation of the guitar's most recognized feature, Eddie's iconic red-white-and-black striped paint job, which succeeded the original black-and-white striped paint job seen on the first Van Halen album and tour.

# THE EDDIE VAN HALEN FRANKENSTEIN™ REPLICA GUITAR



### 3. SCHALLER® TUNERS

Eddie stuck a set of Schaller® tuners on the headstock, so we did, too.

### 5. TAKE YOUR PICK

Ever practical, Eddie stuck several picks on a rolled strip of masking tape running along the lower bout. Expensive as masking tape is these days, we've expertly replicated this convenient touch.

### 6. CHISELED FEATURES

True to form, we chiseled out an irregular bridge pickup cavity—just like Ed did—to make room for the humbucking pickup, which is set at a slight angle to accommodate string spacing.

### 4. WEAR AND TEAR

Every last nick, ding, scratch and cigarette burn is faithfully replicated so as to be virtually undistinguishable from the original. Amazing.

### 8. A ROSE BY ANY OTHER NAME

Eddie Van Halen was the first player to popularize the innovative original Floyd Rose® locking tremolo system. Here it is. Dive in.

### 7. VOLUMINOUS TONE

As with the original, the only control knob says "Tone" but is actually the master volume control. Set on a small section of black pickguard identical to Ed's hand-cut original.

### 9. UNFINISHED BUSINESS

Feel the neck on this baby. Unvarnished, wider and thinner, and cosmetically worn to go neck and neck with the original.



### 10. REFLECTING GREATNESS

Further proof that we seriously geeked out on this thing, Ed bought the original guitar's rear reflectors at a truck stop; it took us a while, but we tracked 'em down.

