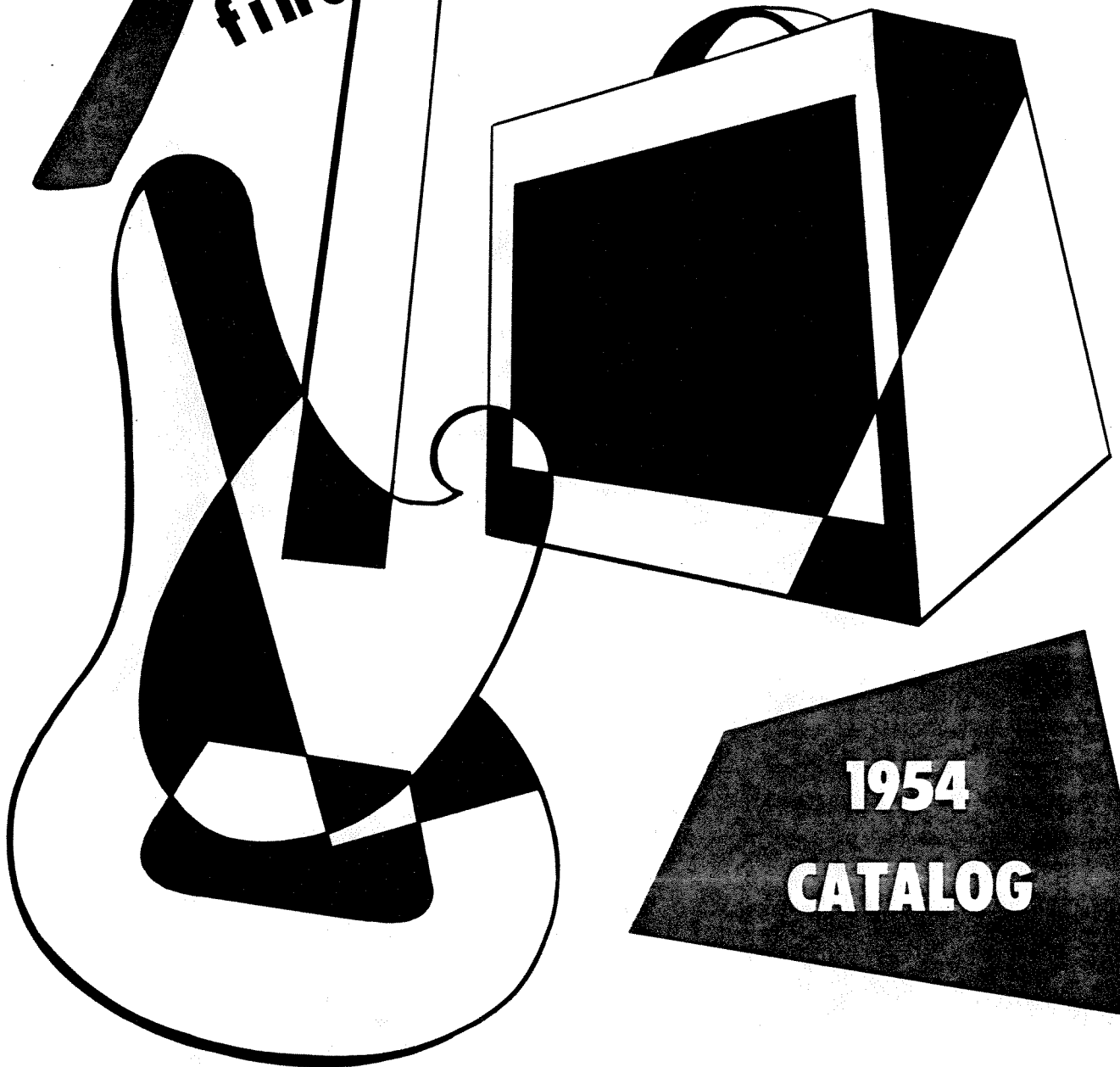




Fender

fine electric instruments



**1954
CATALOG**

Fender

fine electric instruments

The Fender Electric Instrument Company was founded for the sole purpose of designing, building and supplying a superior instrument to the trade.

In this respect the Company has been highly successful. Improvements of all types have come out of the Fender factory; improvements such as the solid body Spanish Guitar, the solid Electric Bass, the notchless bridge and notchless nut, the exclusive direct-string pickup unit, and many other revolutionary developments, now well known to string instrument players.

Fender engineers are constantly developing improvements, and by keeping in close touch with professional players, dealers and teachers, they are always in a position to experiment with any recommendations; and these recommendations have accounted for many important advancements.

The Fender people hope to always be close to the feelings of those who buy, sell and play electric instruments, because that is the greatest source of information for the development and improvement of the line.

STRING MASTER GUITAR SERIES

FOUR NECK GUITAR

This 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, such as the new 26" string length, new easy to operate key winds, dual pick ups and a new system of switching and mixing the pick ups. This enables the player to obtain any tone from a low bass tone to a high staccato tone with one change of the tone control. This interconnection is a new development of the Fender Engineers, which is entirely different from anything yet manufactured.

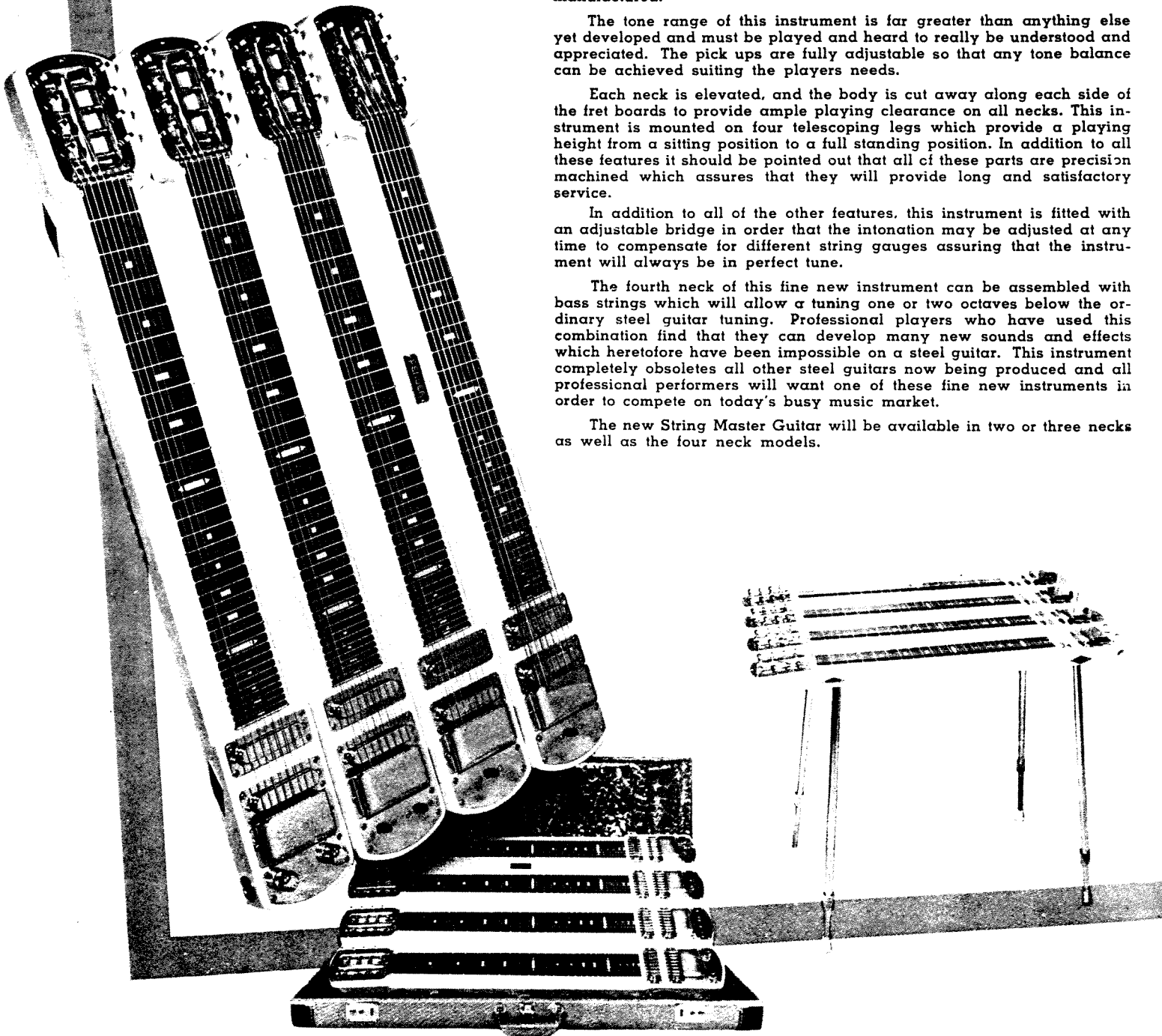
The tone range of this instrument is far greater than anything else yet developed and must be played and heard to really be understood and appreciated. The pick ups are fully adjustable so that any tone balance can be achieved suiting the players needs.

Each neck is elevated, and the body is cut away along each side of the fret boards to provide ample playing clearance on all necks. This instrument 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 of these parts are precision machined which assures that they will provide long and satisfactory service.

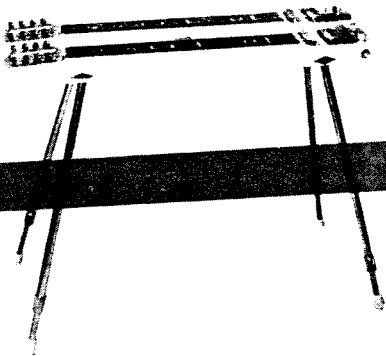
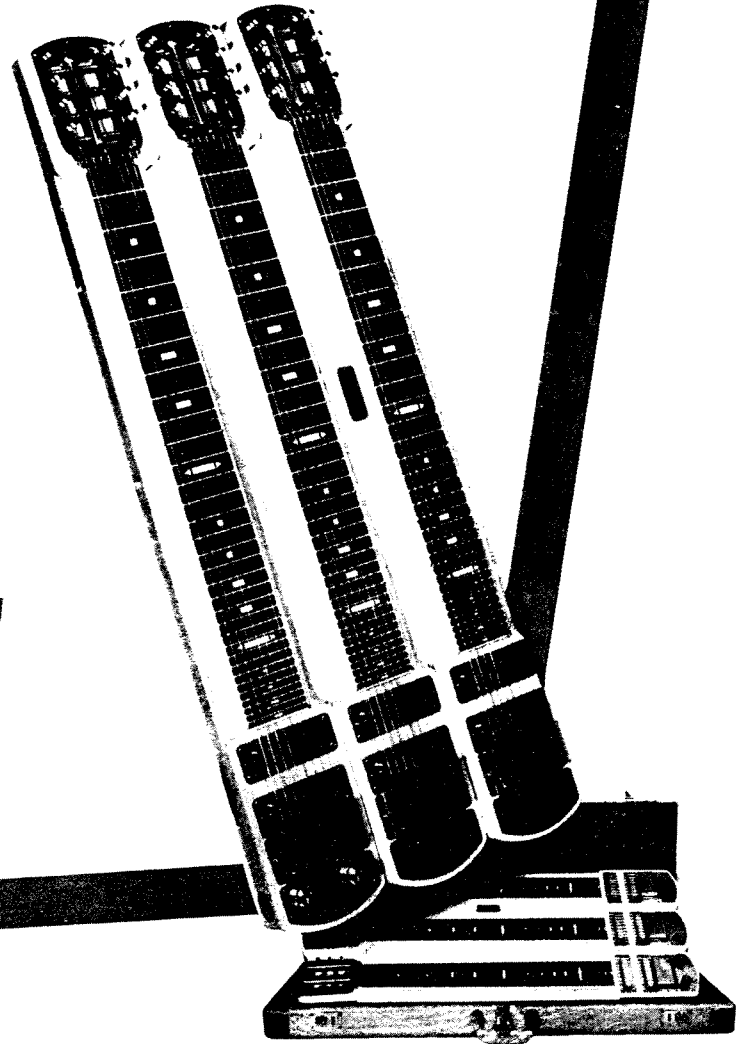
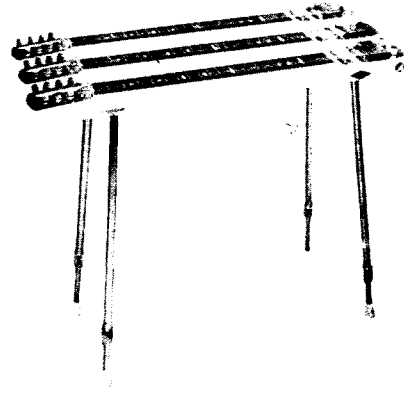
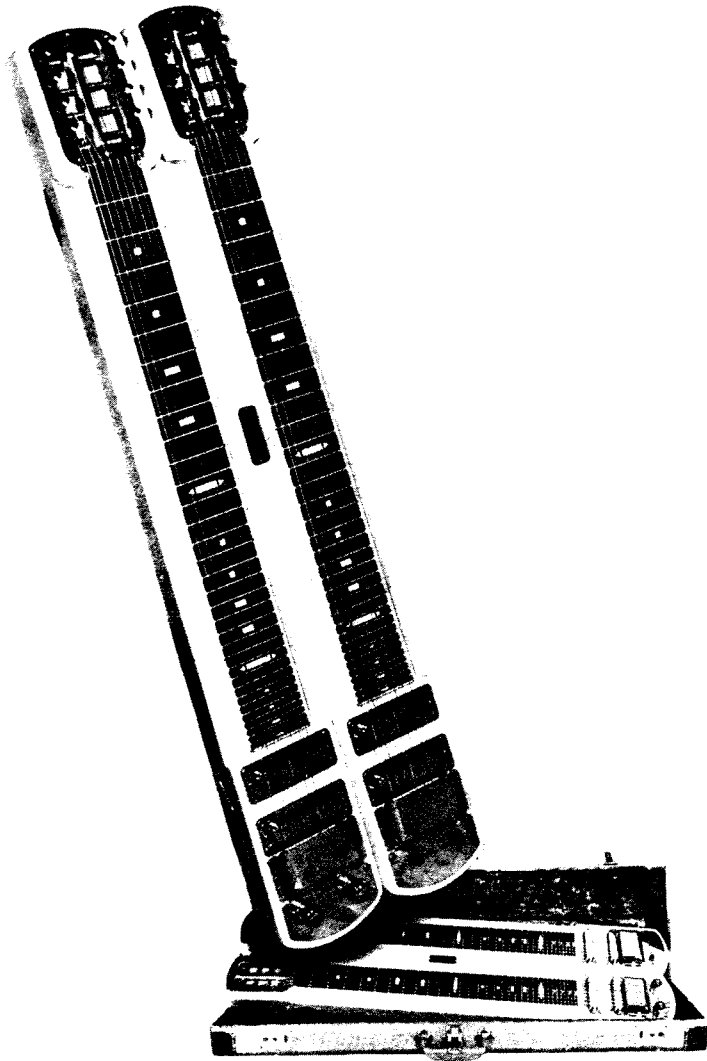
In addition to all of the other features, this instrument is fitted with an adjustable bridge in order that the intonation may be adjusted at any time to compensate for different string gauges assuring that the instrument will always be in perfect tune.

The fourth neck of this fine new instrument can be assembled with bass strings which will allow a tuning one or two octaves below the ordinary steel guitar tuning. Professional players who have used this combination find that they can develop many new sounds and effects which heretofore have been impossible on a steel guitar. This instrument completely obsoletes all other steel guitars now being produced and all professional performers will want one of these fine new instruments in order to compete on today's busy music market.

The new String Master Guitar will be available in two or three necks as well as the four neck models.



TWO NECK AND THREE NECK GUITARS



THE CUSTOM 3-NECK GUITAR

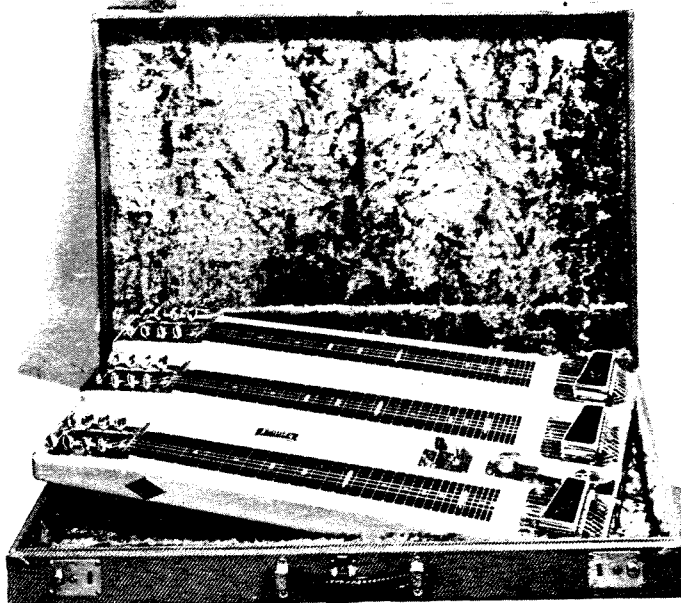
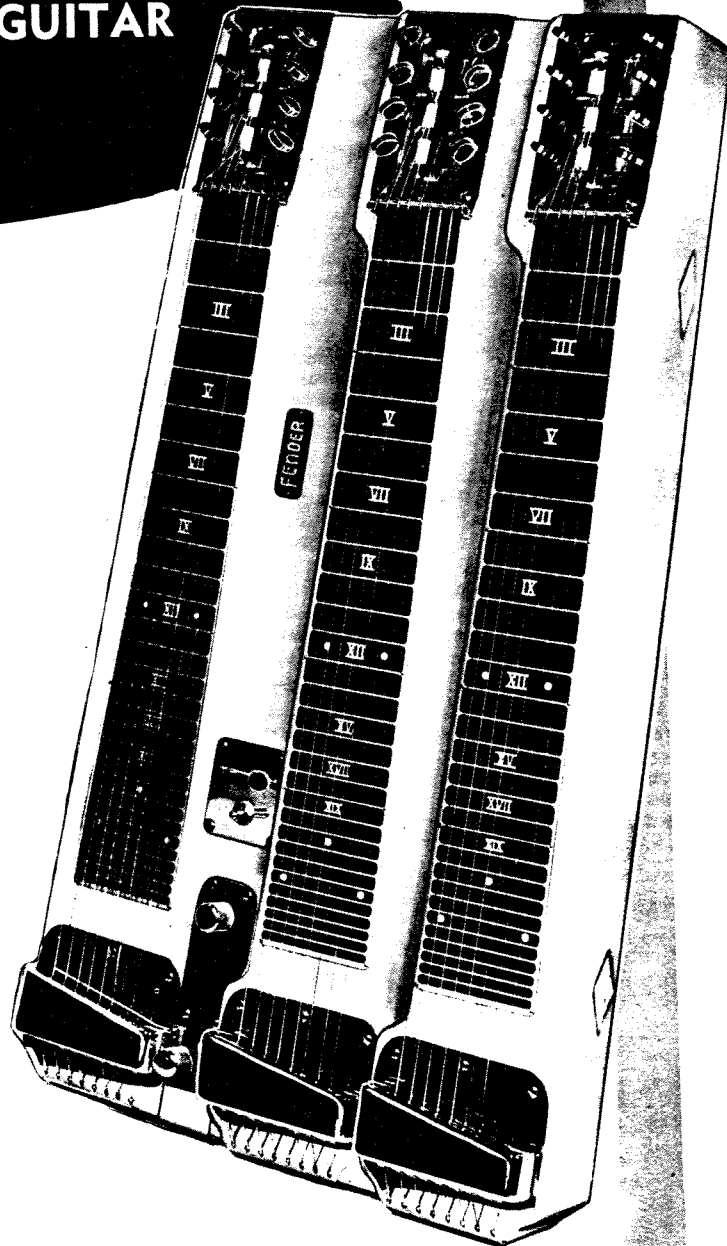
Progress has demanded that this instrument be produced for the most discriminating performer. The Custom 3 neck guitar is the ultimate in modern electric instruments and incorporates features found only in Fender Fine Electric Guitars, making it the favorite of many of today's top professional artists.

This guitar is fashioned of the finest quality light or dark hardwoods, handsomely crafted and hand rubbed to a mirror-like piano finish.

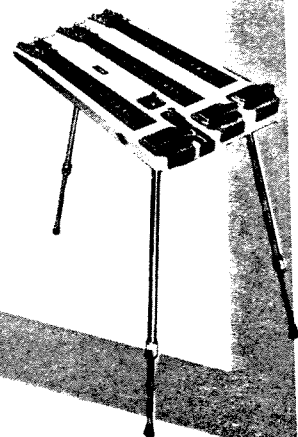
It employs the new improved Fender direct string pick up units which are without compare on today's market.

Each bank of strings is raised to give proper playing 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 longer period of time, and will continue to maintain its tuning under considerable changes of temperature and humidity which is extremely important in professional use.



The Custom guitar is available with or without the famous Fender telescoping chrome-plated legs. With these sturdy legs the playing height of the guitar is adjustable from 25 to 44 inches.



THE DUAL EIGHT AND DUAL SIX PROFESSIONAL GUITARS

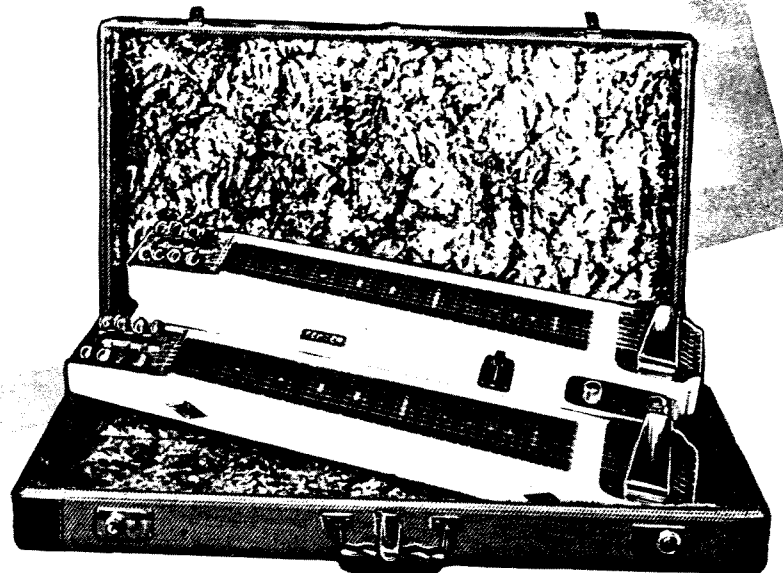
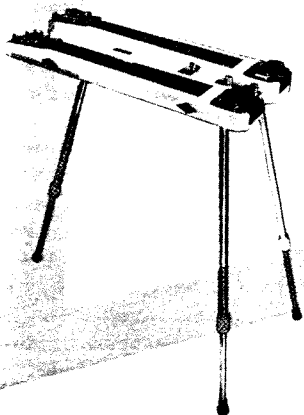
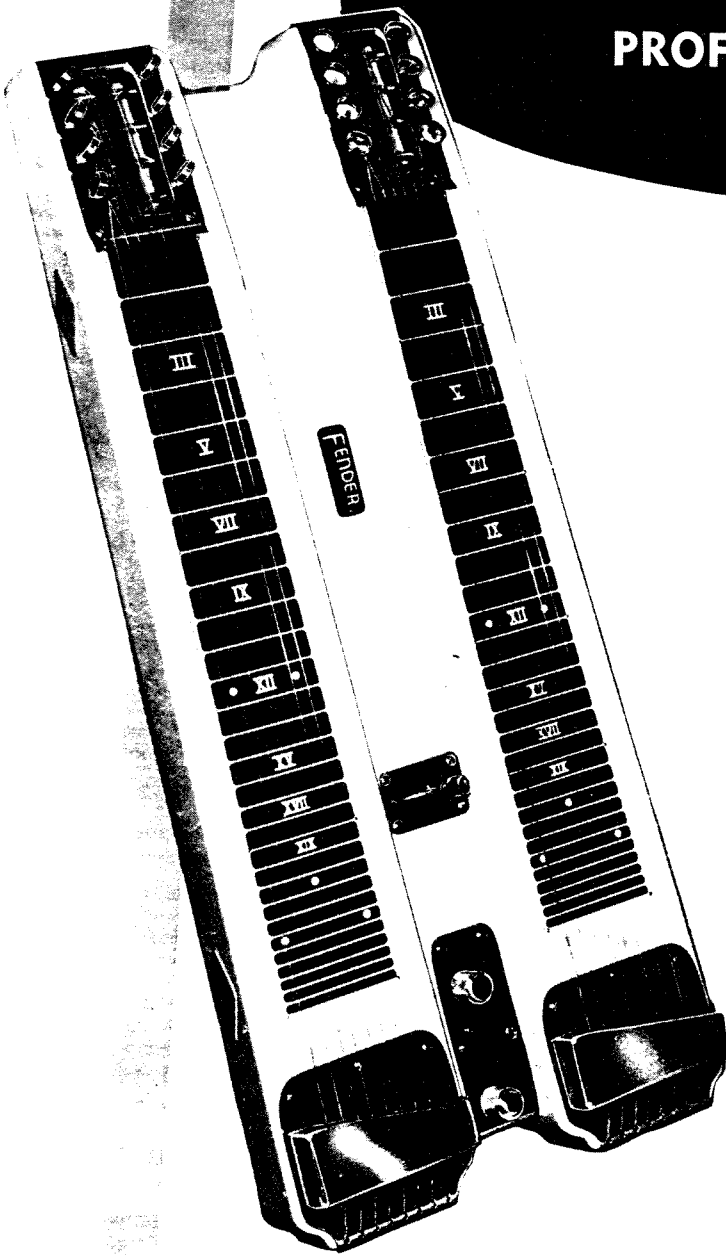
The Fender dual eight and dual six professional guitars embody the finest efforts of the Fender design engineers along with help and recommendations of many of the best known professional players.

This guitar is a beautiful composite of all these recommendations so ingeniously designed that it meets the most exacting requirements. The 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 the 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.





THE DELUXE GUITAR

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

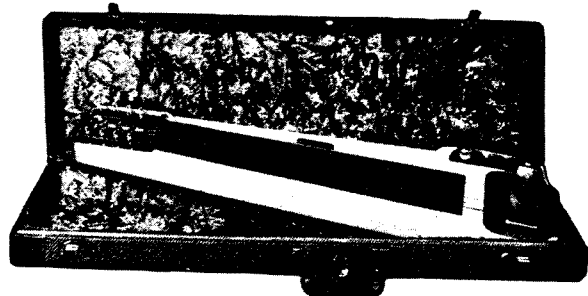
It incorporates the improved Fender direct-string pickup unit, the features of which are already widely known among the top professional players. The tone and volume controls are located in the optimum playing position, out of the way yet entirely accessible.

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

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

In this outstanding instrument are included such well-known Fender features as 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.



STUDENT SET

Fender has done it again with one of the finest low-priced guitar and amplifier combinations on the musical market. Both guitar and amplifier conform to the highest Fender standards and will provide the maximum of quality and performance in its price range.

The student guitar has a solid hardwood body and is beautifully finished in cream colored mother-of-pearl plastic. This makes the instrument extremely durable and easy to keep looking like new.

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, and represents the best of its class.

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 magnetic 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 slight additional cost.

THE "STRATOCASTER"

The new three pickup Stratocaster guitar represents an entirely new approach to basic guitar design. This instrument is engineered to give the player every possible playing advantage.

This is accomplished through the advanced design of the neck, the contoured curves of the body, the improved pickups, the new method of tone control, the mechanical bridge, the surface mounted plug receptacle and the newest and greatest of all recent Fender developments — the exclusive Fender built-in tremolo.

This excitingly new instrument introduces the new contoured body. This advanced body design offers considerably greater playing comfort, which is accomplished by curving and relieving the guitar body so that it snugs into the body of the player; also the front of the guitar is dressed away, providing a firm, comfortable arm rest.

The tone of the "Stratocaster" guitar is as new and different as tomorrow and is that big professional tone so long sought after by critical players.

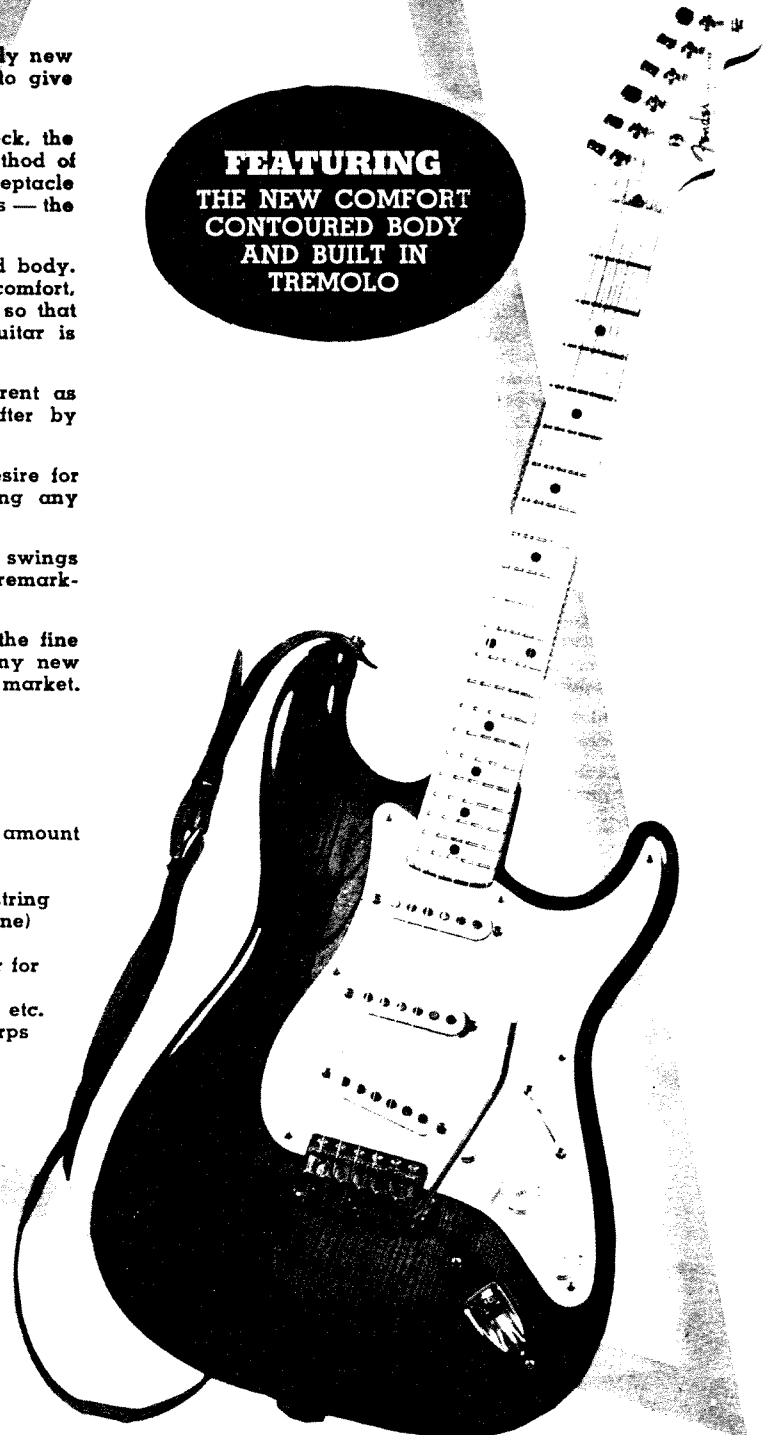
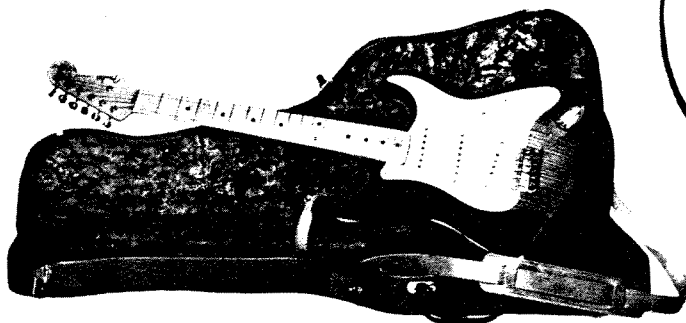
The new built-in tremolo is the answer to every player's desire for a simple, fool-proof and extremely effective method of obtaining any degree of tremolo one might desire.

When the tremolo effect is not required, the tremolo lever swings around completely out of the player's way. This is another most remarkable "Fender First."

The Stratocaster is truly an artist's guitar and combines all the fine features of the original Fender solid body guitars plus the many new developments which make it the most advanced instrument on the market. These are some of the Features you get in a Stratocaster —

1. Available with or without tremolo
2. New comfort contoured body
3. Deep cutaway for ease of playing fast high figures
4. Three improved type pickups
5. All three pickups adjustable for balance and for desired amount of bass or treble
6. Patented adjustable bridge for each string
7. String action fully and individually adjustable on each string
8. Fretting on each string adjustable (Guitar never out of tune)
9. New method of tone control and mixing of pickups
10. New recessed plug receptacle, mounted in front of guitar for easy access and long cord life
11. Highly shielded pickups for less noise from lights, signs, etc.
12. Truss Rod reinforced neck—easily adjustable, never warps
13. Safety string posts with steel and brass gears (non-slip)
14. Keys on one side for ease of tuning
15. Slim fast neck
16. Perfect balance
17. Very light weight
18. Heavy chrome plating
19. Beautiful sun burst finish
20. Heavy top grain leather strap and pad
21. Complete customer satisfaction guarantee

**FEATURING
THE NEW COMFORT
CONTOURED BODY
AND BUILT IN
TREMOLO**



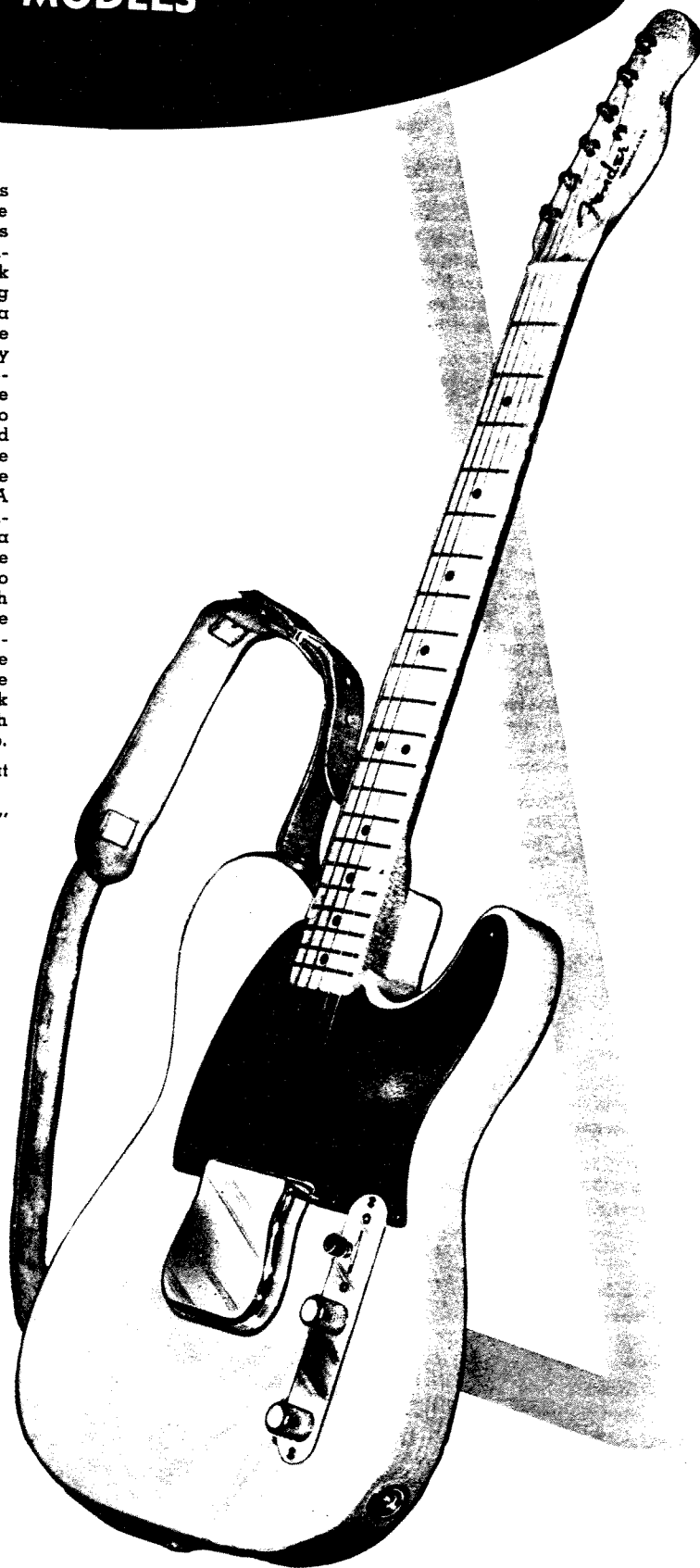
THE TELECASTER AND ESQUIRE MODELS

The "Telecaster" dual pickup and "Esquire" single pickup guitars are something entirely new in the electric Spanish guitar field. These instruments feature a new style construction which vastly improves their usability. A new type one piece neck is reinforced with an adjustable tension rod which provides a means for keeping the neck perfectly straight. This new slender neck is a great aid to easy fretting and fast action, and it is replaceable by the owner in a matter of a few minutes—thus eliminating costly and time consuming repairs. The body of these outstanding instruments is designed to provide easy accessibility to the entire length of the neck, thereby making it possible to play full chords up to the very end of the fret board. Because the bodies of these guitars are solid there is no acoustic cavity to resonate and to cause the troublesome howl known as feedback, and can be played at extreme volume for this reason. The pickups on these guitars are fully adjustable allowing one to get any desired tone response and in addition to this there is a full range tone control. A three position tone change switch is provided which allows instantaneous changes from a sharp ringing "take off" or "lead" tone to a very soft "rhythm" tone. These guitars feature the new adjustable Fender bridge which is the answer to every guitar player's desire to be able to change the action and intonation of his instrument. With this new bridge the player can adjust each string for height from the fret board and for length thereby obtaining perfect intonation and affording each player his own individual touch. The necks of these guitars are made of clear hard maple and the body is made of fine clear blond hardwood. The instrument is trimmed with a black pick guard and all of the metal parts are heavily chrome plated. Each guitar is furnished with a beautiful top grain adjustable leather strap.

The Fender "Telecaster" and "Esquire" guitars are truly great instruments and ones which all guitar players will want.

Case—Molded, plush lined, covered with Dupont "Hair Seal," very rich appearance.

Bag—Plastileather, padded guitar bag, durable and serviceable.



"PRECISION BASS"

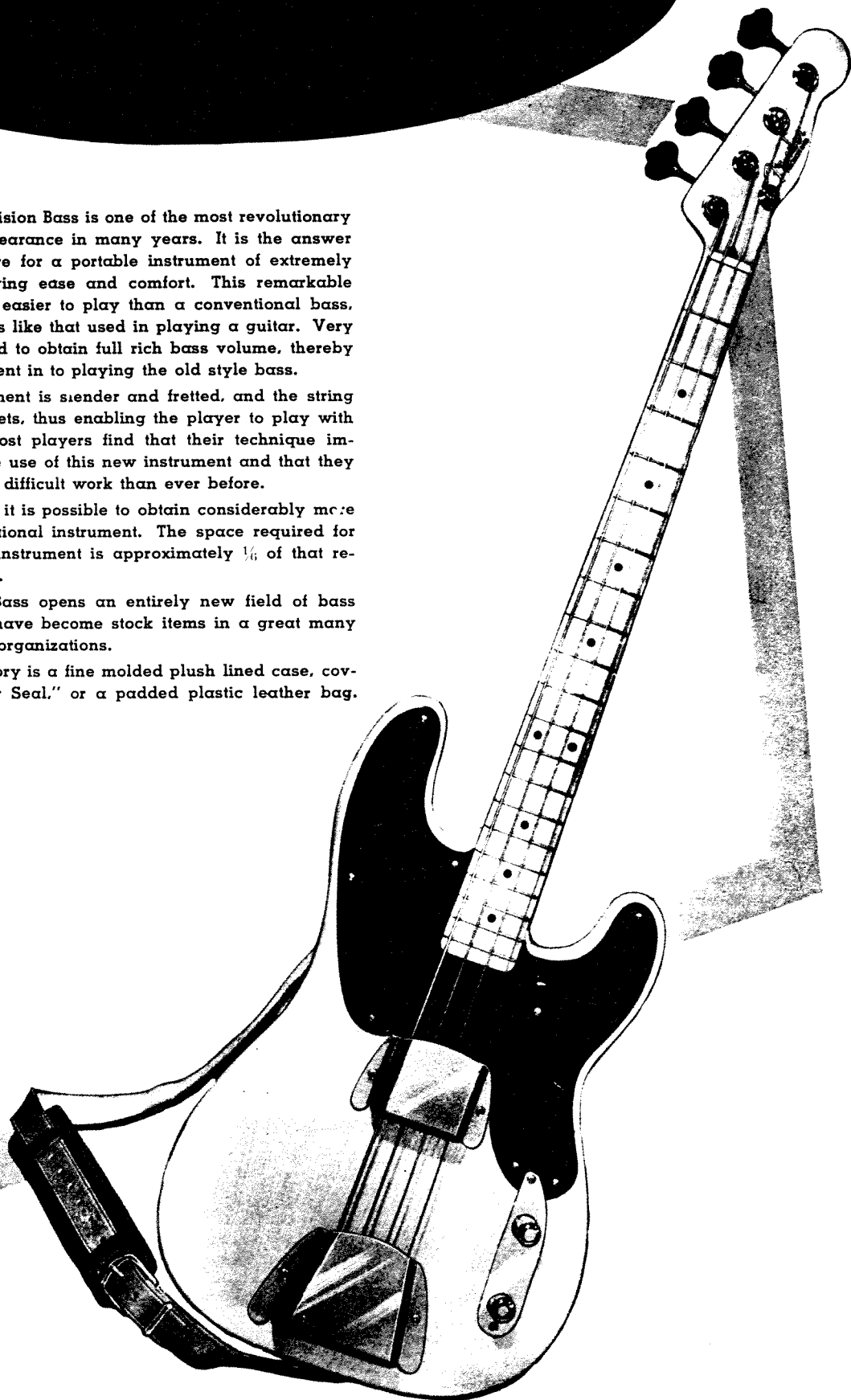
The new four string Precision Bass is one of the most revolutionary instruments to make an appearance in many years. It is the answer to every bass player's desire for a portable instrument of extremely fine tone quality, plus playing ease and comfort. This remarkable new instrument is infinitely easier to play than a conventional bass, inasmuch as the technique is like that used in playing a guitar. Very little string action is required to obtain full rich bass volume, thereby eliminating the effort that went in to playing the old style bass.

The neck of this instrument is slender and fretted, and the string adjustment is close to the frets, thus enabling the player to play with greatly increased speed. Most players find that their technique improves very rapidly with the use of this new instrument and that they can play considerably more difficult work than ever before.

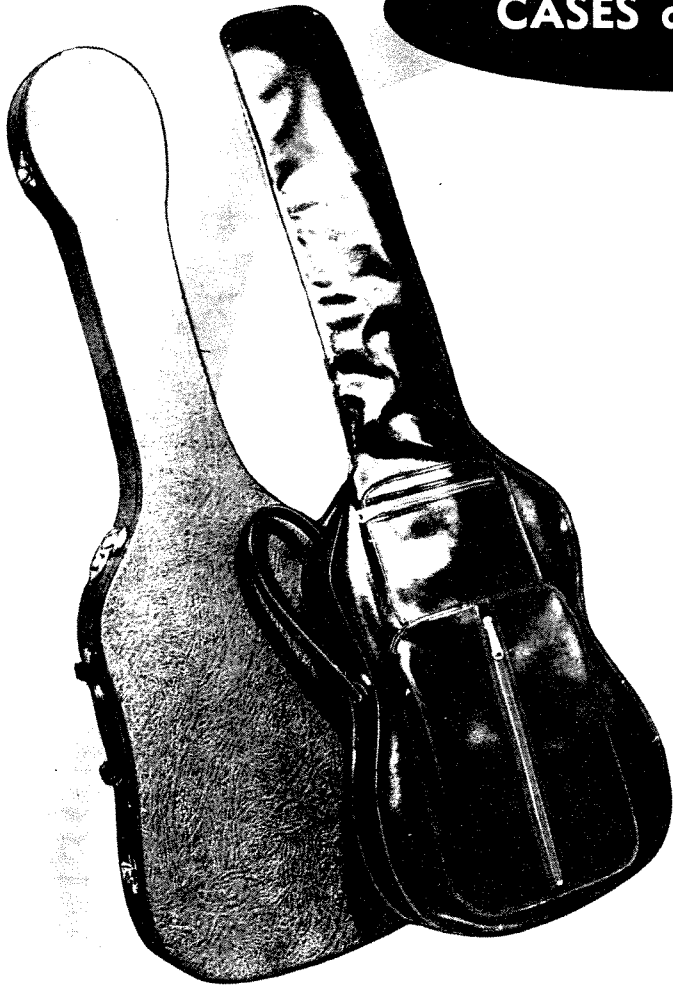
With the Precision Bass it is possible to obtain considerably more volume than with a conventional instrument. The space required for storage or carrying of this instrument is approximately $\frac{1}{6}$ of that required for the old type bass.

The Fender Precision Bass opens an entirely new field of bass playing, and already they have become stock items in a great many of the nation's top musical organizations.

Available as an accessory is a fine molded plush lined case, covered in Dupont "Grain Hair Seal," or a padded plastic leather bag.



CASES and BAGS

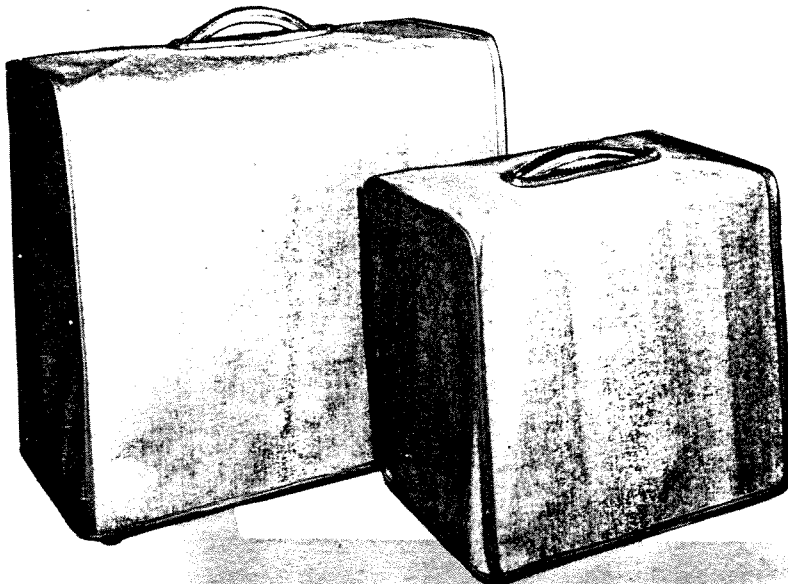


These hard shell cases for the Telecaster and Esquire Guitar are made of the finest molded frames, covered with DuPont "Grain Hair Seal" which is one of the finest fabrics on the market for this purpose. It has an extremely rich brown appearance, heavy grain and texture simulating real leather so closely that it is difficult to tell one from the other.

This case is fitted with solid brass hardware and is lined with a beautifully textured crushed plush lining. A suitable pocket is included to hold strings and accessories. This case will give long and satisfactory wear and will protect your instrument from damage.

The plastic leather padded bags are one of the newest items in this line and feature extreme portability. They include a side handle as well as a handle on the back, enabling one to carry this instrument in any position. The plastic leather is a most durable product and the padding in these bags affords satisfactory protection for almost any eventuality. Accessibility to these bags is gained through a full length zipper which makes it easy to place the instrument in the bag. Two large side pockets are provided to accommodate any accessories which one might want to carry. These are extremely popular and should be considered when economy is a factor.

AMP COVERS



These covers are not only attractive but are extremely serviceable as well. They are made of high quality gray brown covert cloth, lined with soft flannel and bound with a plastic binding. These covers are waterproof and tear and abrasion resistant.

These fine amplifier covers are a definite requirement for every amplifier as they will pay for themselves many times in the protection afforded expensive instruments.

Available for the 'Band Master Amp,' 'Twin-Amp,' 'Pro-Amp,' 'Bassman Amp,' 'Super Amp,' 'Deluxe Amp' and 'Princeton Amp.'

"TWIN AMP"



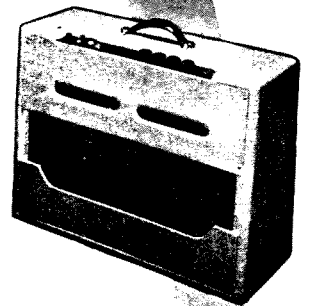
The Fender Twin Amp is an Amplifier featuring the latest in electronic advances, plus offering physical advantages over any single speaker amplifier.

This Amplifier is housed in a beautiful three-quarter inch solid stock, lock jointed cabinet which is covered with the highest grade of airplane luggage linen. It employs two heavy duty 12" Jensen Speakers, which greatly improve the over-all sound distribution, over the usual single speaker amplifier. It is recommended especially for Studio or Club use where sound distribution is an important factor.

Included as features of this fine Amplifier are an "On" and "Off" switch, a panel mounted fuse holder and "Bulls-Eye" pilot light, plus a stand-by switch which allows the Amplifier to remain ready for instant use while still not in actual operation.

It also incorporates the latest in Fender developments, a dual tone control system which is as yet unmatched for its wide range tonal variations.

It provides four input jacks, and a separate speaker jack is mounted on the chassis which enables one to plug in a Fender extension speaker. The chassis is chrome plated, both for beauty and durability, and the Amplifier itself is a great professional favorite.



BAND MASTER AMPLIFIER

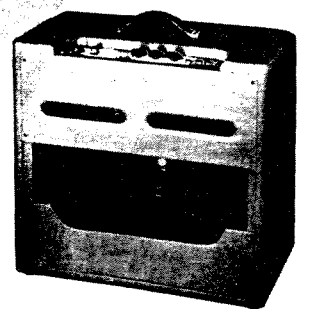


This is an Amplifier which is unparalleled for professional use. It incorporates all the features found in other great Fender Amplifiers, plus the newest innovations in the electronic field. It employs a heavy duty 15" Jensen Speaker and a ruggedly built cabinet which is covered in diagonal striped airplane luggage linen. This linen material has been found to be the best available for withstanding abuse and for its lasting beauty.

Among the many features of this fine amplifier are its top mounted chrome plated chassis which provides easy accessibility to the "On" and "Off" switch; the stand-by switch; the panel mounted fuse holder; tone and volume controls; "Bulls-Eye" pilot light and its three input jacks. One of the newest features of this amplifier is the stand-by switch which provides a means for turning the amplifier "On" and "Off" instantly without the necessity of having to warm up, a feature every professional musician will like and one which adds considerable life to the instrument.

The Band Master Amplifier features the new Fender Tone Control Circuit, which provides a separate bass and treble control, offering extremely wide variations in tone and makes this amplifier extremely versatile and desirable for use with both Steel and Spanish Guitars, Accordion, Piano, as well as any other instruments.

A separate jack is provided on the chassis for an extension speaker, such as the Fender 15" extension unit. This extension speaker will find wide acceptance among performers who are constantly playing before large crowds. This Amplifier is truly the answer to every Amplified Instrument need.



PRO-AMP



This is the amplifier which has become a standard in the musical world. This amplifier is superb in its faithful reproduction of any instrument or microphone to which it may be connected. It is capable of tremendous power and excellent fidelity and is the preference of many professional players.

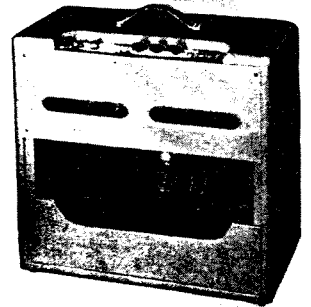
This amplifier employs a heavy duty 15" speaker in a cabinet which is especially constructed to withstand the abuse to which professional instruments are subjected.

Everything about this amplifier is outstanding as to quality of workmanship and appearance. It has a top mounted chrome plated chassis, "On" and "Off" switch, as well as the new stand-by switch. It has a Jewel pilot light and extractor type panel mounted fuse holder. It has a tone control and separate instrument and microphone volume control and four input jacks.

In addition to these features it has an extension speaker jack mounted on the chassis and wired ready for use with one of the Fender Extension Speakers.

This is truly one of the outstanding professional instruments on today's market and one that has been proven by its acceptance and use among a great many of the nation's top musicians.

Size 20" high, 22" wide, 10" deep.



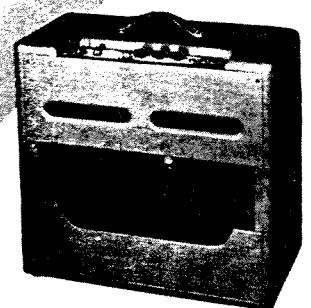
BASSMAN AMP



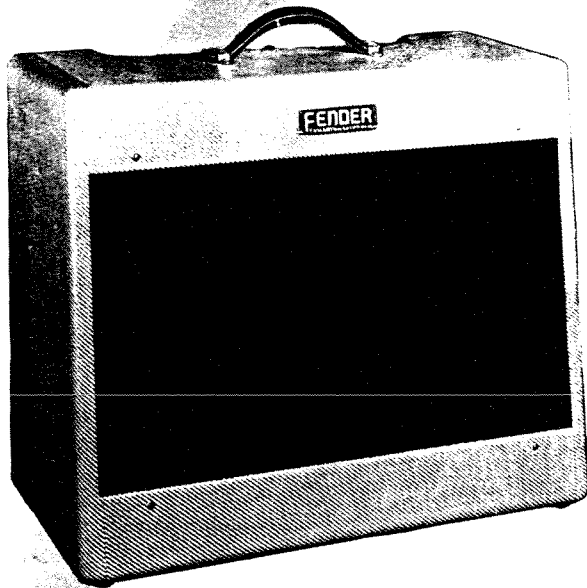
The Bassman Amplifier is believed by most players to be the finest amplifier ever produced for the reproduction low bass frequencies. It is not a hashed-over guitar amplifier, but an instrument that has been designed for the reproduction of bass and bass only.

It has been engineered, from the very beginning, to reproduce and reinforce the low bass notes in a truly bass fashion, eliminating the high frequency components which most amplifiers are not capable of doing. It is a very rugged instrument, one which has been designed to withstand the tremendous pounding it necessarily receives in this usage. The speaker which is a vital part of such a product has been especially designed by the Jensen Company. It has a new type cone and a high conversion factor which when combined with the amplifier make a combination that no one has been able to duplicate. The cabinet is ruggedly constructed of $\frac{3}{4}$ " solid stock and covered with the best quality luggage linen.

It has both volume and tone control and two input jacks and its size makes it highly portable. Size 20" high, 22" wide, 10" deep.



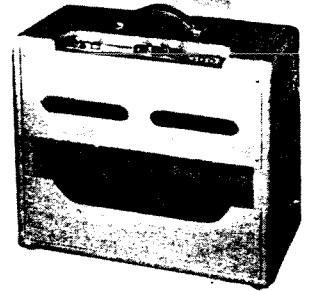
SUPER AMP



This extremely popular amplifier has found a wide spread use with all classes of players, it being specially suited for broadcast and recording studio use, or for teaching or advanced student use.

It employs two heavy duty ten inch speakers in especially designed cabinet which greatly increases the overall sound distribution. It is recommended for its faithful reproduction and its low hum and noise level. It is a particularly attractive instrument, the cabinet being of latest streamline design, covered with the highest grade of airplane luggage linen. It has a top mounted chrome plated chassis, which makes the controls available from the top. The controls include microphone and instrument volume control and full range tone control. On the panel, in addition to these controls there are four input jacks and "On" and "Off" switch, a standby switch, a Bulls-Eye pilot light and a panel mounted fuse holder. In addition to the foregoing an extension speaker jack is mounted on the chassis enabling one to plug in one of the Fender Extension Speakers for added sound distribution and coverage and no additional wiring or changes are needed to accomplish this.

This is one of the most popular of the Fender Amplifiers, and one which has found wide acceptance throughout the country. It is ruggedly constructed and will render long and faithful service and will enhance the playing quality of all who use it.



DELUXE AMP

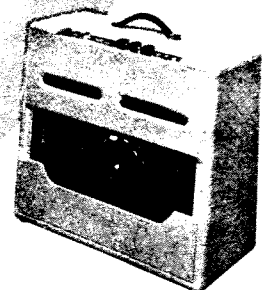


This amplifier is as modern as tomorrow and will give long lasting satisfaction to the user. It is beautifully styled and covered in the finest airplane luggage linen. The case is particularly rugged, yet exceptionally pleasing in appearance.

This amplifier is outstanding in its class and embodies the following features: Top mounted chrome plated chassis, Heavy-duty 12" Jensen Speaker, Panel mounted, "On" and "Off" switch, extractor type panel mounted fuse holder, "Bulls-Eye" pilot light, tone and volume controls and three input jacks. It also has an extension speaker jack mounted on the chassis and wired ready for instant use.

This is an excellent amplifier for use with any type of amplified musical instrument or microphone, or both. The Fender Deluxe amplifier is particularly attractive and is an extraordinary value.

Size 16½" high, 18" wide, 8¾" deep.



PRINCETON AMP

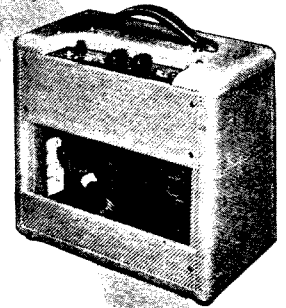


This radically new Fender Princeton amplifier is the result of much effort on the part of the Fender Company to combine in one instrument most of the desirable features which have been suggested by teachers and studio operators.

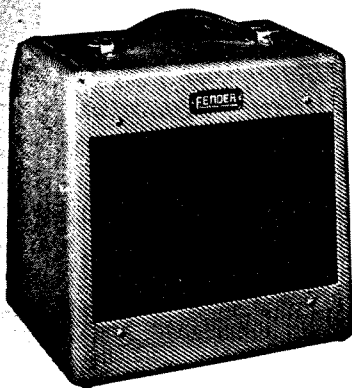
This amplifier is a composite of all these recommendations which combine to make an outstanding unit. It is extremely rugged in its construction. It has a top mounted chrome plated chassis, tone control, "On" and "Off" switch, extractor type fuse holder, "Bulls-Eye" pilot light, volume control, two input jacks and a heavy duty 8" Jensen speaker.

The Princeton Amplifier will give faithful reproduction and will withstand a terrific amount of abuse. It is beautifully designed and will give long lasting playing pleasure.

Size 12½" high, 13½" wide, 8" deep.



STUDENT AMP

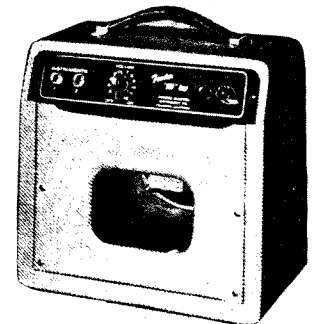


This handsome amplifier is a fine low cost unit, and one which is well suited to the player who does not require the high power of a larger amplifier or for the student who necessarily must carry his amplifier and guitar to and from class.

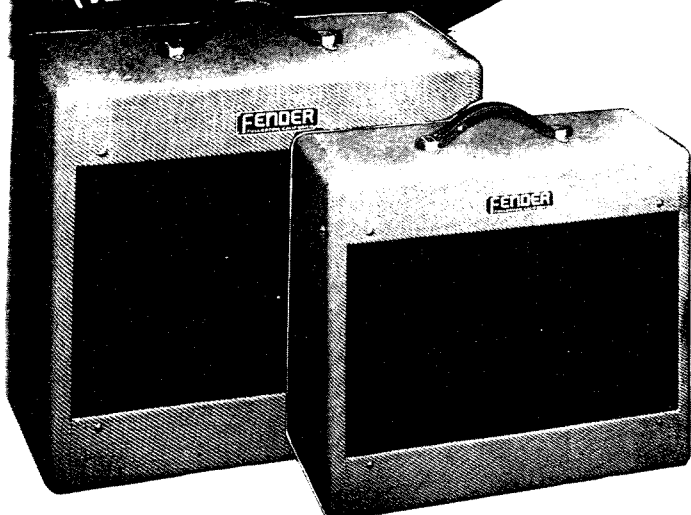
The case of this unit is constructed of ¾" solid wood, lock jointed corners and covered in the best grade of diagonal stripe airplane luggage linen.

The Student Amplifier has the top mounted chassis with volume control, two input jacks, jewel panel light and extractor type fuse holder.

The speaker is a high quality permanent magnetic type. The fidelity of this amplifier is exceptional and the volume and clarity are beyond compare in its class.



"EXTENSION SPEAKERS" (12" and 15" MODELS)



These fine Extension Speakers are made to be used as an accessory with nearly all of the latest model Fender Amplifiers, namely, the Band Master, Twin Amp, Pro-Amp, Super Amp and the Deluxe Amp. Each of these Amplifiers provides a jack on the chassis into which these speakers may be plugged.

The Extension Speakers employ the same Jensen units as are used in the Amplifiers themselves, and the cabinets are of the same matching quality construction and design. These Extension Speakers come complete with a forty foot cord and a plug, ready to plug into the Amplifier for instant use.

One of these Extension Speakers will be found to be a great aid where coverage is difficult. With one of these units, it is possible to set the Amplifier on one side of the stage and an Extension Speaker on the other, or to provide a separate speaker in other room, or any convenient place where coverage can more easily be accomplished.

These Extension Speakers will greatly improve the performance of an Amplifier, and they will be found to be a boon to any playing arrangement.

ELECTRIC FENDER STRINGS



SPANISH GUITAR

(BLUE LABEL)

STRING NUMBER	DESCRIPTION	SUGGESTED LIST PRICE
11E	Spanish Guitar E-1st Plain	\$.25
12B	" " B-2nd "	.25
13G	" " G-3rd Wound	.45
14D	" " D-4th "	.45
15A	" " A-5th "	.55
16E	" " E-6th "	.65
10	Complete Set	2.50

HAWAIIAN GUITAR

6 String A Major

(RED LABEL)

21E	Hawaiian Guitar E-1st Plain	.25
22C#	" " C#-2nd "	.25
23A	" " A-3rd "	.25
24E	" " E-4th Wound	.55
25A	" " A-5th "	.55
26E	" " E-6th "	.65
20	Complete Set	2.50

HAWAIIAN GUITAR

8 String A-7th Major & Minor

(PURPLE LABEL)

31E	Hawaiian Guitar E-1st Plain	.25
32C#	" " C#-2nd "	.25
33A	" " A-3rd "	.25
34G	" " G-4th "	.25
35E	" " E-5th Wound	.45
36C	" " C#-6th "	.50
37A	" " A-7th "	.50
38G	" " G-8th "	.60
39G	" " G-1st (1/2 tuning)	.25
30	Complete Set	3.00

HAWAIIAN GUITAR (Bass Neck)

8 String A-6th Major & Minor

41E	Hawaiian Guitar (Bass Neck) E-1st	.45
42C#	" " " C#-2nd	.55
43A	" " " A-3rd	.55
44F#	" " " F#-4th	.65
45E	" " " E-5th	.65
46C#	" " " C#-6th	.90
47A	" " " A-7th	1.00
48F	" " " F-8th	1.20
	Complete Set	5.95

ELECTRIC BASS

91G	Bass G-1st	.60
92D	" " D-2nd	.70
93A	" " A-3rd	.80
94E	" " E-4th	5.40
90	Complete Set	18.00

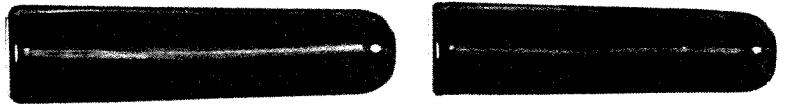
STANDS



Model 425—Deluxe Floor Stand, remarkably light in weight yet very stable. Red button at top of shaft gives one-hand height control from 37" to 66". Locks automatically on release. Shaft may be rotated without any adjustment. Unique locking-type adjustable legs permits stand to be placed flush against wall or speaker's table. Folds in to small, compact package.

Model 430—Utility Floor Stand. Similar to Model 425, but with button control on lower section for height adjustment from 36" to 65". One bolt assembly. Gray finish. Extension shaft finished in Satin Chromium.

BLACK RAJA BARS



This plastic bar is equally adaptable to the magnetic nature of the electric guitar as well as non-electric guitars.

It eliminates most of the wound string noises.

It is slightly tapered for easy playing. Measures $\frac{3}{4}$ " in diameter at the widest part and tapers to approximately $\frac{5}{8}$ " at the bullet nose end.

It will not become slippery with perspiration.

It will not show string wear due to its extreme hardness.

There is no string drag due to the frictionless material from which it is made.

It is manufactured of the hardest known plastic material, and not to be confused with bakelite or any phenolic plastic.

It is made with a solid metal insert giving it more "life" than is usually found in plastic bars containing the ordinary lead or steel insert. It is cemented with a synthetic rubber adhesive and pressed in to the plastic. This method of assembly insures against possible cracking due to shrinkage.

The 3" length is the perfect bar for all 8-string guitars.

Each bar is attractively packaged in individual boxes.

PICKS



These picks are furnished in white grain ivory or assorted colors as desired and are made of the finest Viscoloid material, evenly beveled all around and highly polished.

Our genuine Tortoise Shell Picks are American hand-made from natural shell plates obtained from giant tortoises, and recommended for professional use.

Number 06—Thumb and Finger Picks, Viscoloid. (1 Gross Pack)

Number 07—Genuine Tortoise Shell, Flat Picks. (1 Gross Pack)

Number 08—Flat Viscoloid Picks. (1 Gross Pack)

Number 09—Flat Viscoloid Picks, Cork & Grip Type. (1/2 Gross Pack)

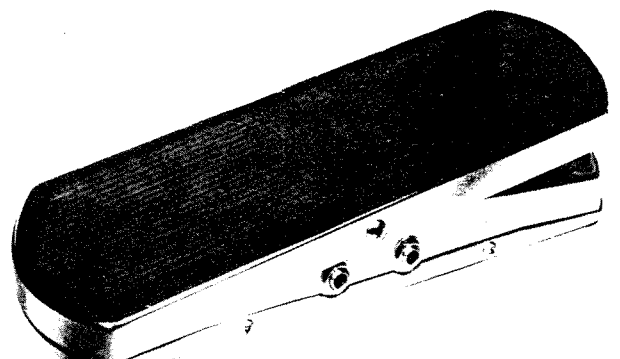
Number 17—Flat Viscoloid Picks. (1 Gross Pack)

All Picks are packed in suitable compartment style plastic boxes. These Picks are of the highest quality and are guaranteed to be completely satisfactory.

FENDER FOOT PEDAL

This is a completely new design in foot pedals, featuring first of all an extremely quiet mechanical operation as well as a control which will give long lasting top performance. The fact that this control is so flat affords the player considerably more playing comfort than he has been able to experience with the older style foot controls. It is possible to stand or sit in a much more normal position and operate this control than has been possible with others in the past.

Those who use this control find that it is a great improvement over anything they have yet tried and one trial will convince even the most critical performer that this is the control that he has been awaiting and one which will suit his every playing need.





ALVINO REY



NOEL BOGGS



LEON McAULIFFE



JODIE CARVER



**TOMMY HANCOCK
and the
ROADSIDE PLAYBOYS**



**ARKIE
and his
JOLLY
COWBOYS**



**WESTPORT
KIDS**



RONK MONTGOMERY
with LIONEL HAMPTON



JIMMY DOYLE



LLOYD BAKER



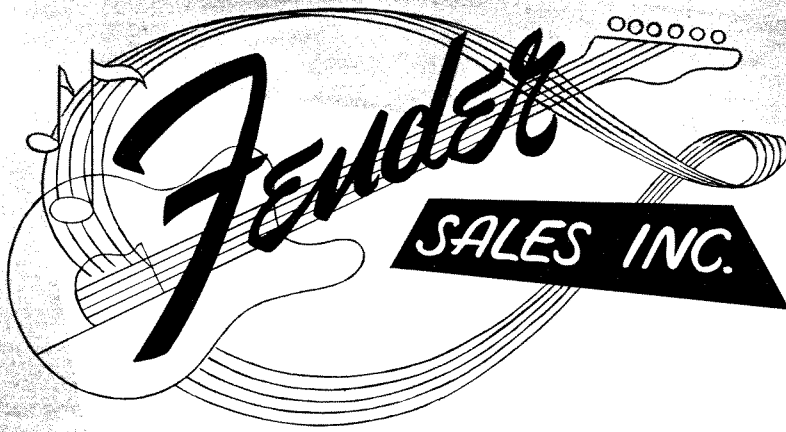
EDDIE BUSH



SHIFTE HENRI



SAM MAKIA



POINTS OF INTEREST

Some points of interest to the user of Fender instruments and points which are extremely important to those who are interested in quality, reproduction and faithful service, are to be found in the Fender line. Any of these unusual, hidden values are not to be found in competitive instruments on the market today.

For example, the Fender line of amplifiers is so constructed that every part is accessible by simply removing the back plate. When this plate is removed, it exposes the entire component parts assembly of the amplifier with the one exception of the power transformer. This can be replaced by removal of two additional top mounting bolts which hold the chassis in place.

Upon inspection it will be noted that all of the component parts, such as resistors, condensers, etc., within the chassis are substantially mounted on terminal board and these boards in turn are held in place by machine screws, making it impossible for parts to vibrate and shake loose, as is quite common in amplifiers that are being transported around the country by professional players and performers. This feature alone is the result of considerable time and effort on the part of Fender engineers to provide a finer piece of equipment for the trade.

The coverings, on these amplifiers, are the highest type airplane luggage linen which is ideal for long and faithful use under the most trying conditions.

The chassis is beautifully chrome plated to prevent rusting and always presents a richly finished appearance. Only the highest grade component parts are used throughout and these amplifiers have been designed with the primary physical consideration of the easy accessibility of the component parts. The same care has gone into the construction of the electrical part of the amplifier to assure that repairs will be at a minimum.

Every possibility has been taken into consideration to assure the buyer of the utmost in quality and performance. Cost has been a secondary factor even though the prices are well within the competitive range, the quality is unsurpassed.

Fender electric guitars are considered to be among the finest guitars on the market today.

All of these instruments employ the now famous Fender direct string, high fidelity pickup unit, which assures the player of a uniform volume output from all strings without the use of compensating adjustments. They are also extremely rich in overtones and harmonics, thereby producing a much more pleasing and mellow tone than has been possible in instruments of the past.

The Fender engineers have overlooked no opportunity to improve these guitars in every way in order that the buyer would be assured of getting the most value for his money. All of these instruments are made of the finest, fancy hardwoods, beautifully finished in light or dark natural colors and hand-rubbed to a piano-like lustrous finish.

ANNOUNCING THE NEW

Fender STRATOCASTER "COMFORT CONTOURED"

ELECTRIC SPANISH GUITAR — WITH OR WITHOUT BUILT IN TREMOLO

Mr. Dealer:

The enclosed advertisement is a reproduction of the inside front cover of the April issue of the International Musician, which reaches approximately 220,000 musicians. This is just another of the many ways in which we, at Fender attempt to build sales for our dealers. You no doubt have already experienced some interest on the part of your local guitar players as a result of this ad.

Now, here are the facts concerning this extremely new and radically different spanish guitar. The Fender Stratocaster represents another "First for the Fender Company" with its "comfort contoured" body and its built-in tremolo. This guitar features a body which is shaped in such a way that, in reality, it becomes a part of the player and is the most comfortable instrument to play ever to be made. It features three highly improved pickups which are, in themselves, adjustable to insure proper tone balance. It has separate tone controls on two of the pickups and a three-position tone changing switch which gives instant response to any one of three pre-determined tone colorings.

The Stratocaster Guitar also features a surface mounted plug receptacle, which virtually ends the old hassle due to cord and plug interference. This feature alone, will be welcomed by all electric guitar players. Each string is individually adjustable for action or height from the fret board and for length, which insures true fretting or pitch. This sectional bridge is a patented feature which no other guitar on the market today can duplicate.

Probably the foremost of the features of this new instrument is the built-in mechanical tremolo. This guitar is the first to appear on the market with its own built-in tremolo and while devices of this nature have been available in the past, as accessories, they have all been very weak in their effectiveness. The Fender tremolo provides easy action and a full tone change, both above and below the basic tuning, plus the fact that the guitar will remain in tune even after long playing with the tremolo, a feature which none of the other tremolo accessories, so far, have been able to duplicate. The tone of this instrument is extremely fine and variable within wide limits. Another feature which every qualified guitar player will recognize is this guitar's ability to sustain a note. Many instruments are very dead in this respect, which causes the player to have to work exceptionally hard to get the type of response he is seeking.

The price of the guitar with tremolo is \$249.50. It is available without tremolo at \$229.50. The case, which is of hardshell construction, crushed plush lined, with ample padding and covered in a grain hair seal simulated leather covering is available at \$39.95.

You will undoubtedly experience a great deal of interest concerning this instrument, so place your orders now. Shipments are expected to begin May 15. When placing your orders for this guitar, do not forget that Fender Amplifiers are the standard by which all others are judged, so be sure to have a wide variety on hand at all times.

SYNCHRONIZED

Tremolo Action...



in the new "Comfort Contoured"
Stratocaster

ANOTHER "FIRST" FOR *Fender!*

First again in the field of amplified music . . . the thrilling new "Stratocaster" by Fender! Years ahead in design — unequaled in performance . . . a flick of the wrist means live, tremolo action — perfect pitch.

You've a new thrill in store for you when you play this revolutionary new instrument. Three separate pick-ups, a special tone control circuit, a new surface mounted plug receptical all mean faster action, better, clearer music . . . whether you play it "straight" or while using the revolutionary Tremolo Action lever.

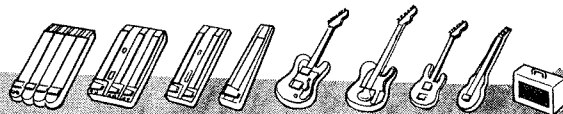
The Stratocaster features advanced design in body too! Here is an instrument actually "comfort contoured" for you! Its engineered to fit the artists body . . . designed to be "part of the player."

See the new, revolutionary Fender Stratocaster at your dealer soon . . . play it . . . and be the first to experience this new amplified music thrill!

The "Stratocaster" is available with or without "Tremolo" Action.

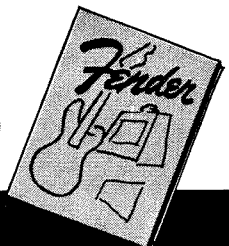
Write for our latest brochure and name of nearest dealer.

Fender
SALES, INC.



308 EAST FIFTH STREET

SANTA ANA, CALIFORNIA



STRATCASTER GUITAR TREMLO ADJUSTMENTS

The following is a brief description of the Fender built-in tremolo and the adjustments that can be made, if necessary:

Removing the cover plate from the bottom of the guitar will expose five accurately engineered and tested, tension springs attached to the tremolo block with the opposite end of the springs attached to a bracket. This bracket is fastened to the guitar body with the use of two Phillips head wood screws. It will readily be seen just how the adjustment of the bracket, by tightening or loosening, will compensate for the tension of the tuned strings. The spring tension then is equal to the tension of the strings tuned to natural pitch. It will be observed that a pivot action of the bridge and tremolo mechanism is obtained when using the tremolo. This pivot action is accomplished by the method in which the anchor screws hold the bridge tremolo unit to the top surface of the guitar.

These facts must be carefully considered:

1. Loosening any one string considerably decreases the tension on the combined set of strings approximately $1/6$. Therefore, the spring tension will have a tendency to raise the pitch of the remaining five strings.
2. In tuning the guitar to higher than normal pitch, assuming that the factory adjustment of the spring holding bracket is not changed, then the lower rear edge of the tremolo block will be forced too close or possibly up against the rear part of the cut-out in the body.
3. If the guitar is tuned lower than normal pitch, the tremolo block will be pulled forward until the tremolo top plate rests flush on the top surface of the guitar body.

Bear in mind that the tremolo block will remain in the position it happens to be in the instant the tension between the strings and springs becomes equal. Because of this the following must be observed:

1. In installing a new set of strings, remove only one string at a time, replace it and tune the new string to natural pitch before removing the next string. With this method, it should not be necessary to remove the back cover of the guitar.
2. If all of the strings are removed from the guitar at the same time or if for some reason the guitar is very much out of tune, either high or low, or if the tremolo will not work, it will be necessary to proceed as follows:
 - (a) Remove the bottom cover plate.
 - (b) If the strings are off, install a new set complete. Tighten the strings until the lower rear edge of the tremolo block is forced against the rear part of the cut-out in the body.

- (c) With tremolo handle in playing position, pull back until the lower part of the tremolo block is pulled away from touching the edge of the guitar body. Insert a small piece of 3/16" plywood or dowel between the block and the edge of the cut-out.
- (d) It should now be possible to tune the guitar to standard pitch while the block of 3/16" wood holds the tremolo block in proper position.
- (e) After getting the guitar tuned to natural pitch, touch the piece of 3/16" wood to see how tight it fits between the tremolo block and the edge of the cut-out. It should fit snug, but not tight. Tighten or loosen the two Phillips head screws, holding the tremolo spring bracket to assure the proper 3/16" spacing.
- (f) Remove the 3/16" block of wood and test the action of the tremolo. It is then ready to have the back cover replaced.

If the strings are replaced one at a time and the guitar is not tuned above or below standard pitch, it should not be necessary to make all of the aforementioned adjustments. If other brands are used, it should be understood by now that it will be possible to compensate for any difference in tension by adjusting the tremolo spring bracket.

It might be mentioned that Fender strings have been especially developed for the electric guitar after years of observation and study as to the best materials and the best methods of manufacture. Fender strings are controlled in every detail. This assures you of an accurately gauged string of excellent magnetic properties, assuring you of higher output, greater brilliance, longer life and truer fretting.

Fender Strings are wound with a pure nickel wrap which is non-corrosive, non-tarnishing, and highly magnetic, as well as having an extended life expectancy under all playing conditions. You will be doing yourself a favor to always replace with genuine Fender Strings.