



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 poll 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 Fine Electric Instruments

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.



NEW FENDER BASS GUITAR—The New six-string Bass Guitar is the finest on today's market. It is tuned one octave below that of the spanish guitar. This instrument incorporates three pickups that can be used together or in any combination, making a total of seven tone changes plus separate tone and volume controls. The Bass Guitar has a 21 fret, extra-slim faster action neck with rosewood fingerboard and adjustable truss-rod for perfect neck alignment. This remarkable new guitar incorporates all the Fender developments including the comfort-contoured "off-set" body design, and smooth tremolo action. Every convenience is provided including the "floating-bridge" with six individual bridges each adjustable for string length and height, and individually adjustable high fidelity pickups. The Bass Guitar is a fine addition to the Fender line and answers the demand for a high-quality six-string 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 world during the past few years. 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 comfortcontoured 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 threeposition 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.



TELECASTER CUSTOM

## 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 countiess guitarists. Both feature natural blond-finish hardwood bodies, hardmaple necks with resewood 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.



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.





FENDER REVERB UNIT-Designed for use with all amplification systems. the new Fender Reverb unit offers the finest distortion-free reverberation. It is highly portable and provides the "expanded sound" effect sought by quitarists and accordionists. In addition, it is an excellent unit for microphone, phonograph and tape recorded program material. The Fender reverberation unit employs a professional amplifier section and the popular Hammond Reverberation adapter. It can be used with the player's amplifier to provide normal sound amplification to which reverberation is added by use of the remote on-off reverberation control. Circuit includes a tone control and a Mixing Control at the instrument input, and a Duration Control which provides any degree of reverberation desired by the player. Also, no additional components are required other than the musician's equipment. It is a ruggedly built unit, designed to take hard use in traveling. The amplifier section employs heavy-duty power and output transformers, professional amplifier circuitry with silicon rectifiers to reduce heating and prolong amplifier life. The cabinet of 3/4" wood with lock-joint corners is covered with Tolex vinyl fabric, resistant to acid, heat, cold and moisture, and is easily cleaned. Every musician desiring the latest and finest portable professional reverberation equipment will find this new Fender unit to be unsurpassed in design and construction. Comparison will prove it to be unexcelled in overall performance.

TUBES: 1-7025 & 1-12AT (each dual purpose), 1-6K6, silicon rectifiers.

SIZE: Height - 9"; Width - 19"; Depth - 8". These Fender features assure perfect adjustment of each instrument.

Adjustable Pickups

for balanced string response



Adjustable Neck Truss-rods for perfect neck alignment





Silicon Rectifiers. Speaker: 1-15" Lansing Enclosure. Size: Chassis Unit: Height, 8"; Width, 26"; Depth, 9". Speaker Unit: Height, 24 1/;"; Width, 36"; Depth, 11 1/;".

SHOWMAN 12" AMP - Tubes: 4-7025 & 2-12AX7 (each dual purpose), 4-5881, Silicon Rectifiers. Speaker: 1—12" Lansing Enclosure. Size: Chassis Unit: Height, 8"; Width, 26"; Depth, 9". Speaker Unit: Height, 21"; Width, 30"; Depth, 11 %".



BANDMASTER AMP-Tubes: 4-7025 & 2-12AX7 (each dual purpose), 2-5881, Silicon Rectifiers. Speaker: 1-12" Heavy-duty enclosure. Size: Chassis Unit: Height, 8"; Width, 24"; Depth, 9", Speaker Unit: Height, 21"; Width, 30"; Depth, 11 35"

BASSMAN AMP-Bass and Normal Channels: Tubes: 4-7025 (each dual purpose), 1-GZ34, 2-5881. Speaker: 1-12" Heavy-duty enclosure. Size: Chassis Unit: Height, 8"; Width, 22 %"; Depth, 9". Speaker Unit: Height, 21"; Width, 30"; Depth, 11 1/2"





Dual Channel Circuits . Normal plus А remarkable harmonic vibrato Silicon Rectifiers . Smoother voltage supply-eliminates glass tube rectifier heat В Lock-joint Corners • 3/4" wood stock-E

C rugged and permanent

New "TOLEX" Vinyl Covering . Tough, D attractive-resistant to stain, abrasion, moisture, heat and cold

Vented Cabinet . Circulating air cools components-prolongs amp life







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 new cabinet and circuit design features which will provide musicians the highest quality amplification, economy of operation and complete ownership satisfaction.

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, Extractor-type Fuse Post, AC on-off Switch, Standby Switch, Speaker Jack, Jack for Extension Speaker, and Jack for Remote Control Vibrato Foot Switch 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. The chassis cabinets are well-vented, permitting air circulation to cool the components. These Fender features eliminate a great source of amplifier failure and service problems and prolong amplifier life.

Fender power and output transformers are heavy-duty, and designed to prevent overloading. High voltage wiring is heavily insulated, and every component is easy to locate with the chassis removed. Heavy-duty or Lansing high fidelity speakers are employed in these amplifiers. Resistors and condensers are securely mounted on a unit parts-panel eliminating rattles and annoying vibrations.

Fender's new "Piggy-Back" Speaker Enclosures offer the finest in amplified sound reproduction. Comparison will readily prove its smoother response throughout the frequency range—distortionfree even at higher than normal volume levels. The speaker Projector Ring\* employed eliminates cancellation of front and rear radiation, thus permitting greater speaker efficiency and optimum performance of the enclosure.

The amplifier cabinets are attractive in appearance, modern in styling, are constructed to take the hardest professional use. Three-quarter inch wood stock, lock-joint corners, securely mounted baffle-board, chassis and hardware contribute to their portability and ruggedness. They retain their like-new appearance over a longer period of time inasmuch as the cabinets are covered with a new, tough vinyl fabric, "Tolex" in light and dark colors. This material is resistant to abrasions and scuffs and is unaffected by moisture, heat or cold.

We have every reason to believe the new Fender Professional Amplifiers are the finest available for today's musicians desiring top performance plus up-to-date styling. 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 backed by Fender's many years of successful business relationships with music dealers and their customers.

27 %"; Depth, 10 %".

Heavy-duty. Size : Height, 20"; Width, 24"; Depth, 10 3/2".

(each dual purpose), 2–5881, Silicon Rectifiers. Speaker: 1–Lansing 15" Model D-130 High Fidelity Speaker. Size: Height, 20"; Width, 26"; Depth, 10 ½". CONCERT AMP—Tubes: 4–7025 & 2–12AX7 (each dual purpose), 4–5881, Silicon Rectifiers. Speakers: 2–12" Heavy-duty, high fidelity. Size: Height, 19"; Width,

dual purpose), 2—5881, Silicon Rectifiers. 4—10" Heavyduty special design speakers. Size: Height, 24"; Width, 24"; Depth, 10 ½".

VIBRASONIC AMP-Tubes: 4-7025 & 2-12AX7.

PRO AMP-Tubes: 4-7025 & 2-12AX7 (each dual purpose), 2-5881, Silicon Rectifiers. Speaker: 1-15",

SUPER AMP-Tubes: 4-7025 (each dual purpose), 2-5881, 1-GZ34 Rectifier. Speakers: 2-10" Heavyduty. Size: Height, 18"; Width, 24"; Depth, 10 %.









FENDER 1000 AND 400 PEDAL STEEL GUITARS—The Fender 1000 and 400 are the most advanced pedal guitars on the market today. Both are designed to meet the changing requirements of steel guitarists brought about by the advances made in the music world, and are strikingly beautiful, employing the highest quality materials for dependable performance. Each has a 24½° string length and offers great flexibility of pedal tuning selection. The Fender 1000 double neck in new sunburst finish 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 casehardened 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 DELUXE 6 AND 8 GUITARS—The Deluxe Steel Guitar is one of the linest 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.





FENDER STRINGMASTER STEEL GUITARS—Fender Stringmaster Steel Guitars incorporate the latest and most advanced developments in multipleneck 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 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, topmount input jack, recessed one-piece patent head and three chromed inset leg flanges. Heavily chromed legs provided are adjustable to varying playing heights. The newly designed Fender Princeton Amp supplied with this set has the following front-mount controls; volume, tone, speed and intensity and pilot light. The Princeton features a heavy-duty 10° speaker and produces 5 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.





NEW FENDER TREMOLUX AMP-The new dual channel Tremolux Amplifier combines the tonal qualities of the "piggy-back" design with compactness. The Tremolux produces superb. distortion-free amplification with ample volume for guitar, accordion and microphone through the use of its 10" enclosed speaker. This custom beavy-duty speaker is mounted in the Fender special design baffle. Incorporated in the Tremolux are dual channels, Bright and Normal, with a Tremolo circuit functioning for each. The chassis, or amplifier portion may be topmounted as shown, or may be used as a separate unit. The Tremolux is equipped with the special Fender "Tilt-back" legs which enables the sound to reach the farthest point in the room or hall in which it is being played. The Tremolux is constructed for hardest professional use. It is made of three-quarter inch wood, lock-joint corners, and covered in new, light-colored, vinyl "Tolex." Comparison will prove the Tremolux to be one of the finest amplifiers in the lower price range.

TUBES: 4-7025 (each dual purpose), 2-BQ5, 1-GZ34.

SIZE: Chassis Unit, Height - 8"; Width - 23"; Depth - 8½", Speaker Unit, Height - 17½", Width - 27"; Depth - 11½". 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 widerange pickups and three-position pickup selector switch. Two-way adjustable bridges assure perfect intonation and comfortable playing action.

NEW FENDER DELUXE AMPLIFIER—The newly designed Deluxe is outstanding in its price class and incorporates the following features: Two channels; normal and tremolo, front-mount panel with two volume controls, two tone controls, speed and intensity controls for tremolo and jeweled pilot light. The back panel includes: ground switch, AC on-off switch, fuse holder, speaker jack, extension speaker jack, jack for remote tremolo control pedal supplied with amplifier. A 12" heavy-duty speaker is featured on the Deluxe amp. This amp is an exceptional performer in its price range and represents one of the finest values available. Size: Height 17½", Width 21", Depth 9".

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 aduits with small hands.

FENDER VIBROLUX AMP—The newly designed Vibrolux Amp features a fine Vibrato circuit assuring outstanding amplification qualities and performance characteristics. The circuit incorporates the latest control and audio features to make it the linest amplifier of its type in its price range. A 10° heavy-duty speaker is used in this amplifier. Front-panel controls include separate volume, treble and bass controls for each channel plus speed and intensity controls functioning for both. The back panel includes ground. fuseholder, on-off switch, speaker jack, extension speaker jack and jack for Vibrato foot control.

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 on the musical market. The Champ Guitar has a solid hardwood body, beautifully finished and distinctively designed. It has a replaceable fretboard and detachable cord, and tone and volume controls. It features both the adjustable bridge and high fidelity pickup. The Champ Amp is sturdily constructed of the finest cabinet design. Circuit provides extremely pleasing reproduction. Speaker is a fine quality permanent magnet type. It has two instrument inputs, volume control, jeweled pilot light and extractor-type fuse holder. The amplifier covering is striped airplane luggage linen which is both durable and washable.







TR 105 Every musician will readily appreciate the numerous advantages offered by the remarkable TR 105 Transmitter and Receiver. It eliminates the instrument cord, allowing complete freedom of movement for the performer on the bandstand. Available for all electric guitars, electric basses and amplified accordions, it transmits a distortionfree signal at ranges to sixty feet and can be used with your present amplifier. Light in weight (five ounce transmitter, transistorized circuit), it provides 20 to 70,000 cps. transmission. Tone and volume changes on your instrument are transmitted with fidelity, instantaneously. The highly sensitive receiver with 20 to 20,000 cps. response is ruggedly built, highly portable. Professional musicians who have field-tested the TR 105 acclaim its dependability, distortion-free signal, simplicity of use, and the complete freedom it allows the performer through elimination of the cord. It is an accessory every working musician will want in order to obtain the playing and performance advantages the TR 105 offers.

FENDER TONE AND VOLUME FOOT PEDAL CONTROL – Fender's new tone and volume foot peda is one which every guitarist will appreciate. It features an extremely quiet mechanical operation for one 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 world.



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

VISIT OUR STORE TO SEE AND COMPARE THE FENDER LINE OF FINE ELECTRIC INSTRUMENTS...







SAMETA, MMA, CALIFORNIA



AMP COVERS—These water proof, tear and abras resistant Fender Amplifier covers afford protection to t amplifier and are extremely serviceable. They are made gray brown covert cloth, lined with soft flannel and bou with a plastic binding. A neatly fitted cover is available each Fender Amplifier... Prevents damage to the amplifi cabinet...keeps out dust.

FENDER CASES—Fender cases are made of the fin materials and covered with rich, scuff and abrasion resi ant attractive fabrics. Case interiors are fitted to prot the instrument at all times and lined with beautifully t tured plush lining. Where possible, suitable pockets a provided to hold strings and accessories. Case ends a bound with leather and double stitched. Handles, polish metal hinges, locks and other hardware are secur mounted and will give long satisfactory service. Fend cases are recognized for their durability and ability stand up under hard use.

FENDER EXTENSION SPEAKER 12" AND 15" MODE —Fender Extension Speakers are ideal for locatio requiring more even sound distribution. These speakers can be plugged into the extension speaker jack of a amplifier. The rugged cabinets feature three-quarter in solid wood construction with lock-joint corners, cover with textured vinyl "Tolex."

Fender Extension Speakers employ heavy duty 12" or ' speakers. One of these units will be found to be a gre aid where greater sound coverage is required.

FENDER PLASTI-LEATHER BAGS—These plas leather padded bags feature extreme portability and convenience. The plastic leather is a gurable product, and the padding in these bags affords satisfactory protection almost any eventuality. They feature two full leng zippers, two large pockets to accommodate accessorie and a strong carrying handle positioned to balance to instrument. These plasti-leather bags are available for Fender Electric Spanish Guitars and the Fender Bass

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