

# TOP

## ARTISTS choose

# Fender

## GUITARS

**EXCLUSIVE FROM America** the worlds most sought-after guitar

The original

solid-body guitar

... often copied

... never surpassed

Featured by Gene Vincent, The Champs,  
Duane Eddies' Rebels, Santo & Johnny,  
Little Tony, The Crickets, Jerry Lee Lewis  
Group, Johnny & The Hurricanes, etc. etc.

ENDORSED

BY

CLIFF

RICHARD

&

THE SHADOWS



MARTY WILDE GROUP



JOHN BARRY SEVEN



SHIRLEY DOUGLAS



CHAS MCDEVITT

### THE ORIGINAL SOLID-BODY GUITAR

Exclusive Distribution by

# JMI



# Fender

FINE

ELECTRIC

INSTRUMENTS



TELECASTER



ESQUIRE

The originals of solid body guitars and the favourites of countless guitarists. Both the Telecaster and Esquire feature fine hardwood bodies with blonde finish, maple neck with rosewood fingerboard and adjustable truss rod. The double pickup Telecaster and single pickup Esquire provide wide tone range, and in addition, each model incorporates fully adjustable bridges for perfect intonation and custom string heights.



# COMPARE FENDER

## YOU WILL AGREE

The Fender Jazzmaster incorporates the latest advance in electrical guitar design. An entirely new "floating tremolo" the Fender fast action neck with adjustable truss rod reinforcing, comfort contoured body design plus "off-set waist" which places the arm in a natural position over the strings. It employs two extended range adjustable pickups and a new circuit which enables the player to pre-set the tone and volume of each pickup independently.

### JAZZ MASTER



### STRATO CASTER



The many remarkable design features incorporated in the Stratocaster have resulted in making it the choice of many leading musicians. It features advanced neck design, improved adjustable pickups, mechanical bridge, and one of the most outstanding Fender developments—the exclusive Fender built-in tremolo.

The Stratocaster offers considerably greater playing comfort. This is accomplished by curving 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.

## THEY ARE THE FINEST





# PRECISION

# Fender

One of the greatest of modern instrument developments preferred by bass players in every field. Requires only a fraction of the playing effort as compared with old style acoustic basses. Compact in size, but very large in performance. String lengths and heights are individually adjustable for perfect intonation and fast delicate playing technique. When used with proper amplifier, it will produce considerably more volume than old style basses. New pickup design gives rich full bass tone. The instrument's portability is the answer to every bass player's dream.

## BASS



The Pro Amp is practically a fixture in the world of amplified musical instruments, it is as equally adaptable for steel or standard guitar amplification as it is for piano, vocals or announcing.

It features chrome plated chassis, 15" heavy duty Jensen speaker, ground switch, standby switch, on-and-off switch, bass, treble and presence tone controls, two volume controls and four input jacks.

Size: Height 20" Width 22" Depth 10"  
Complete range shown separately.