The Fender Stratocaster is 25 years old. The guitar has contributed more to rock 'n' roll than any other instrument. It has become as legendary as the performers who have made their names with it. To celebrate the event, Fender has produced the 'Anniversary Stratocaster' — a very special instrument that features special items restricted to the limited edition of anniversary guitars.

To start with there's a very special silver metallic paint job and 'Anniversary' motif. To prove the authenticity of the instrument, each owner gets a certificate logging the origin and serial number. Other features include nickel silver frets, a special serial number, full electronic shielding, new deluxe machine heads and a new superior molded case. All anniversary Stratocasters have maple necks and tremolos.
How hot do you want your guitar to be?

Fender has built the Lead I and II for players who can handle fast, hot guitars. They're entirely new and they're cutting into rock music history like a hot knife in butter.

The Lead I has one humbucking pickup that will let you hold sustain until tomorrow. The thick, meany sound produced is unlike anything that Fender has ever done before. It's fitted with a newly shaped, super-fast neck and it's the sort of instrument that nestles in your hands begging to be let loose.

The Lead II captures the traditional Fender sound in a White Hot form. Two single-coil pickups coupled with completely new circuitry offer combinations only dreamed about by Fender players over the years.

Can you handle a guitar as hot as a Fender Lead I or II?

The Lead I & II
In the beginning was th

The Fender Mustang Bass (left) and the Fender Jazz Bass. The Mustang is a short-scale bass design, built with a split pickup. Players have a choice of maple or rosewood fingerboard, and an adjustable string mute allows exact control of string damping. The Jazz Bass is a classic Fender bass design offering a warm, highly controllable sound. This twin-pickup instrument is controlled by two volume blend controls and one master tone control. Scale length is 40 1/2".

The Musicmaster Bass (left) and the Fender Fireless Precision. For players who want a short-scale bass without losing that Fender sound, the Fender Musicmaster Bass is the answer. This bass combines great sound and looks at an affordable price. The Fender Fireless Precision is for the professional musician who wants upright string bass feel and versatility combined with the precision bass sound. Available with rosewood or optional one-piece maple fingerboard.
Fender invented the Bass Guitar.
The Precision Bass brought bass players into the front line and gave rock 'n' roll its punch. Today — as always — the Fender Precision Bass is the world's most popular bass guitar. There's no other way to get that "Precision Sound!" The Fender Precision Bass has one split pick-up, rock maple neck and multi-adjustable neck.
Sound reinforcement problems need professional answers. The new Fender range of heavy duty PA equipment provides the answers. Fender’s international reputation for reliability is further enhanced by the two new power amps — the SRA 200 and the SRA 400. These rack mounted units deliver huge quantities of power quietly, efficiently and reliably night after night.

For maximum projection Fender has developed new PA enclosures, the 215 R cabinets. These full range units are built to take punishment the road hands out. Two 15in drivers and one high frequency horn is fitted. For better hearing on stage Fender has developed the 1-12M stage monitor, a unit designed to provide accurate reproduction with minimal feedback characteristics.

Since their introduction a couple of years ago, Fender mixers have gained a reputation for reliability and human “useability”. A successful mixer is designed for ease of use while offering the maximum features necessary. Now Fender offers a 12 channel expander module which, with the M12, brings the mixer into the big league. Fender is Professional Sound Equipment.
Fender: The History

Count the hits made with a Fender!
The Stratocaster, the Telecaster, the
Dual Showman, the Precision, the
Fender Twin, the Mustang, the
Champ

Fender is rock history. The fact that
fender instruments have made
thousands of country, jazz, disco and
blues hits doesn’t detract. Play a
Fender and make a little bit of history
yourself!
Of Rock