

THE

FENDER BOOK

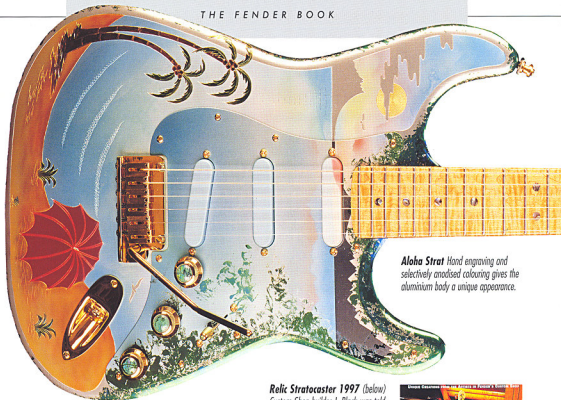
TONY BACON & PAUL DAY



A complete history of Fender electric guitars



NEW UPDATED EDITION
24 extra pages, 75 new photos



Aloha Strat Hand engraving and selectively anodised colouring gives the aluminium body a unique appearance.

Relic Stratocaster 1997 (below)

Custom Shop builder J. Block was told that a vintage replica he'd supplied "looked too new". This led to the idea for the expensive Relic series (Strat ad, right), brand new guitars that are given an aged and distressed vintage look.

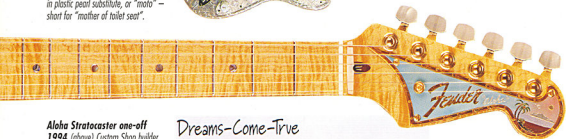


Catalogue 1996 (right) Since it was established in 1987 Fender's Custom Shop has done much to enhance the reputation of the modern Fender operation. The Shop fulfils three main roles today. First, the Fender Custom Shop can make no-expense-spared one-offs. Second, it produces limited-edition runs of special instruments such as the Aloha Strat above. Third, it provides "limited production" runs alongside Fender's normal factory production (Relic Strat and No-caster, American Classic Strat and Tele, and so on).





Moto Strat 1995 (right) This Custom Shop limited edition is finished in plastic pearl substitute, or "moto" — short for "mother of toilet seat".



Aloha Stratocaster one-off 1994 (above) Custom Shop builder J.T. English loves Hawaiian and deco art, and was influenced here by 1930s resonator guitars. "With the Aloha Strat I wanted to go one step further," he explained. Ron Chocoy engraved the aluminium body, and colouring was by Peter Kellit using selective anodising. After this one-off, the Custom Shop made a limited-edition run of 153 Aloha Strats with engraving but no colouring, dedicated to the memory of the great Fender engineer Freddie Tavares.

Dreams-Come-True



Catalogue 1996 (left) This shot from the Custom Shop catalogue emphasises the Shop's ability to turn a guitarist's fevered imagination into solid guitar decoration, whether it's a bead-encrusted Native American art object or a Flinstones Strat (a rock guitar to join Wilma's fabulous Stoneyway piano).



American Classic Telecaster 1995 (below) American Classics are Custom Shop versions of Fender's best-

selling American Standards. The Tele adds two Texas Special Strat pickups to provide a mix of Strat and Tele tones.



D'Aquisto Deluxe 1997 (above) Jimmy D'Aquisto (right) began his collaboration with Fender in the 1980s. A variety of models has appeared since,

at first made in Japan but in more recent years built at Fender's Custom Shop in California.



Jimmy D'Aquisto (left) The New York guitar maker was one of the finest modern archtop builders. He started working for top maker John D'Angelico in the early 1950s, and set up his own highly successful shop after D'Angelico's death in 1964. D'Aquisto died in 1995 while visiting California to supervise production of his Fender models. He was just 59, and widely considered to be at the peak of his creative powers.