

TREMOLO ACTION

Tremolo Action...

in the new "Comfort Control"
Stratocaster

ANOTHER "FIRST" FOR Fender!

First you buy the latest single pickup Stratocaster ever, "Shakaster" ... now here's the newest in design — created just for performance ... a rock of the same ergonomic vehicle interior — guitar parts.

Now it's time to prove to you, when you're driving down the highway, how much better a Stratocaster sounds in a special low-speed road test ... we've just recorded our first live album. You can, too. Listen! Listen! Listen! ... and when you play "Shakaster" ... you'll realize the meaning of Tremolo Action... ever!

The "Shakaster" features a unique design in body and neck ... an instrument actually "comfort controlled" for your long drives ... it's like riding auto ... designed to be part of the place.

See the new "Shakaster" today. Start your car ... you never know ... play it ... and be the first to discover the new acoustic music ...

See "Shakaster" at your Fender "Shakaster" dealer.

See it at the Chicago Convention
Expo 795 Palms Motor

Fender

PAUL, INC.