



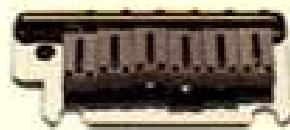
guitar. And you'll find a real breakthrough on our new *Strat Plus* models.

A tighter grip on tuning

Fitting easily into the bridge cavity, the *Hip-shot Trem-setter*[®] adds tuning stability to the existing tremolo system. It returns the tremolo to the exact "zero" position. You can play right hand bridge harmonics, aggressive rhythm parts or mute strings and the bridge remains stable. In other words, the bridge won't move until you want it to—not when you're bending strings or resting your hand on it. All the advantages of a non-tremolo bridge. And when you combine the Trem-setter with our celebrated *American Standard* tremolo bridge, you've got the best of all worlds.

A complete system makes staying in tune easier.

Moving up the neck, the *Fender/Wilkinson* roller nut lets strings glide through the nut,



reducing friction and binding. The advanced design lets strings roll with the tension instead of resisting it. The system is completed by our high precision locking keys. These special tuning machines feature zero post movement, which means no backlash, and they lock your strings to the string posts, eliminating excess string wrap. So tuning remains stable without locking strings at the nut.

Picking up where pickups left off.

The *Fender-Lace Sensor*[®] (available in four versions) features a patented magnetic field design that delivers the broad tonal range you expect from single-coil pickups—but without the noise. And without the annoying magnetic "string pull," it's got increased sustain and improved tuning stability. You'll not only dupli-

cate your favorite pickup sounds, but you'll get higher output, more accurate string balance, truer harmonics and overtones.

Upgrade your guitar with *Fender-Lace Sensors*.

Follow the lead of top players.

Many of today's leading performers are already using the *Strat Plus*. And now that you're in on their secret, step



We did! The *Gold* (50's *Strat* sound) is used in the *Strat Plus* and *Deluxe American Standard Strat*. The *Silver* ("Fat" *Strat*) is in the neck and middle positions on the *Deluxe*

a little closer to the top. Try the closest thing yet to a perfect guitar at your Fender dealer.

For our latest brochures on guitars and amplifiers, send \$2 to: Fender, 1130 Columbia Street, Brea, CA 92621.



Strat Plus. The *Blue* (warm and rich harmonics) is our choice for the bridge position on the *Deluxe Strat Plus*. And we're working on a special guitar for the *Real* one (red hot mega-output).

A precise two-way truss rod.

The exclusive *Fender Biflex*[®] truss rod adjusts the neck in two directions, allowing for precise curvature adjustment no matter what string gauge you're using.

Deluxe Strat Plus/Strat Plus	
Pickups	3 Fender-Lace Sensors
Neck	Fender/Wilkinson
Bridge	Stainless Steel
Locking Keys	Yes
Controls	Master Volume
Body	Maple (Neck: F1)
Neck	Maple (Neck: F1)
Headstock	Maple (Neck: F1)
Bridge	Stainless Steel
Truss Rod	Two-Way
Finish	22, 23, 24, 25

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After we perfected the Strat Plus, we decided to improve it.

Last year, a new instrument quietly emerged on the scene. Top players picked up the *Strat Plus* immediately. (They never seem to miss a beat.) But it didn't make much noise until the Music & Sound Awards. Competing against the top guitars in the world, the new *Strat Plus* took the 1989 award for "Most Innovative Guitar."

We could easily have rested on our laurels. But that's not the way Fender works. We believe you're only innovative as long as you continue to improve. So instead of admiring our trophy, we looked for new ways to improve our perfect

