



# Fender

THE

INSIDE STORY

A BEHIND-THE-SCENES HISTORY OF THE GUITAR KINGDOM  
FOREST WHITE

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# Fender The Inside Story

**Dave Hunter**



## **Fender The Inside Story:**

**Fender** Forrest White, 1994 Much has been published about the Fender Electric Instrument Company but Leo Fender the renowned designer of guitars and amplifiers always wanted its story to be told just the way it happened Now his friend and only general manager offers a behind the scenes look Music *Guitar Player: The Inside Story of the First Two Decades of the Most Successful Guitar Magazine Ever* Jim Crockett, Dara Crockett, 2015-02-01 Book Foreword by Joe Satriani Guitar Player The Inside Story of the First Two Decades of the Most Successful Guitar Magazine Ever is a reflection on Guitar Player s often pioneering early days from its 1967 founding through its 1989 sale by founder Bud Eastman and editor publisher Jim Crockett This book looks at the magazines evolution from a 40 page semi monthly to a monthly exceeding 200 pages with a gross yearly income that grew from 40 000 to nearly 15 million The story is told by many people important to Guitar Player s history including Maxine Eastman Bud Eastman s widow and Crockett who edited this book with his daughter Dara Also here are recollections of key personnel including Tom Wheeler Jas Obrecht Roger Siminoff Mike Varney Jon Sievert George Gruhn and Robb Lawrence leading early advertisers such as Martin Randall and Fender and prominent guitar players featured in the magazine including Joe Perry George Benson Pat Travers Country Joe McDonald Pat Metheny Steve Howe Lee Ritenour Johnny Winter Steve Morse Larry Coryell Michael Lorimer John McLaughlin Stanley Clarke Liona Boyd Steve Vai and many others Among the many illustrations are then and now shots of performers and staff early ads behind the scenes photos from company jam sessions with such guests as B B King and Chick Corea various fascinating events and key issue covers Rich in history and perspective Guitar Player The Inside Story of the First Two Decades of the Most Successful Guitar Magazine Ever is the definitive first person chronicle of a music magazine s golden age Fender Dave Hunter, 2023-12-19 Gorgeously illustrated and authoritatively written Fender R is the officially licensed celebration of the legendary brand s iconic guitars amps and basses **Fender Telecaster** Dave Hunter, 2025-10-07 Authoritatively written and lavishly illustrated Fender Telecaster 75 Years is the officially licensed anniversary celebration of this legendary guitar Embraced for its simplicity and adaptability the Fender Telecaster guitar is a musical icon around the world and across musical genres its distinctive design as beloved today as it was when Leo Fender introduced the guitar to the world in 1951 In Fender Telecaster 75 Years guitar historian Dave Hunter traces Telecaster guitars across seven plus decades beginning with Leo Fender s breakthrough design in his modest Fullerton California workshop From there Hunter explores The new Telecaster design in the context of the contemporary guitar market and the needs of musicians of the day The Telecaster s solidbody two pickup configuration bolt on neck and carefully considered body shape as well as the players who played a part in the guitar s early evolution Design improvements undertaken throughout the Telecaster s first decades such as the introduction of a rosewood fingerboard and Custom Color options CBS s 1965 acquisition of Fender and its effects on company culture and the Telecaster as well as the 1985 acquisition of Fender spearheaded by a group of employees Fender s

forward thinking combination of vintage specs and materials with modern features in Telecaster guitars that offer classic styling and current conveniences Along the way Hunter contextualizes the evolving Telecaster within the contemporary guitar industry and shows the relationships that admired players throughout the decades have enjoyed with this guitar including Muddy Waters Keith Richards Jeff Beck Jimmy Page George Harrison Bruce Springsteen and Joe Strummer to name a few Illustrated throughout with rare images from the Fender archives Fender Telecaster 75 Years treats readers to rare behind the scenes views of the shop floor throughout the years studio imagery of the guitars rare period advertising and brochures and performance photography of Fender players Often imitated but never duplicated the Fender Telecaster remains a triumph of imagination and design more than seven decades on This is the official and definitive illustrated story of this guitar and a must have for every guitar enthusiast      **Fender 75 Years** Dave Hunter, 2021-09-28 Gorgeously illustrated and authoritatively written Fender 75 Years is the officially licensed celebration of the legendary brand s landmark anniversary covering all of Fender s iconic guitars amps and basses      **The History of Music Production** Richard James Burgess, 2014 The History of Music Production offers an authoritative concise and accessible overview of nearly 140 years of production of recorded music It describes what role the music producer has played in shaping the creation perception propagation business and use of music and discusses the future of the music production industry      **American Basses** Jim Roberts, James H. Roberts, 2003-05 Alfabetisk v rk om basguitarer gennem 50 r      **Play It Loud** Brad Tolinski, Alan di Perna, 2016-10-25 The inspiration for the Play It Loud exhibition at the Metropolitan Museum of Art Every guitar player will want to read this book twice And even the casual music fan will find a thrilling narrative that weaves together cultural history musical history race politics business case studies advertising and technological discovery Daniel Levitin Wall Street Journal For generations the electric guitar has been an international symbol of freedom danger rebellion and hedonism In Play It Loud veteran music journalists Brad Tolinski and Alan di Perna bring the history of this iconic instrument to roaring life It s a story of inventors and iconoclasts of scam artists prodigies and mythologizers as varied and original as the instruments they spawned Play It Loud uses twelve landmark guitars each of them artistic milestones in their own right to illustrate the conflict and passion the instruments have inspired It introduces Leo Fender a man who couldn t play a note but whose innovations helped transform the guitar into the explosive sound machine it is today Some of the most significant social movements of the twentieth century are indebted to the guitar It was an essential element in the fight for racial equality in the entertainment industry a mirror to the rise of the teenager as social force a linchpin of punk s sound and ethos And today the guitar has come full circle with contemporary titans such as Jack White of The White Stripes Annie Clark aka St Vincent and Dan Auerbach of The Black Keys bringing some of the earliest electric guitar forms back to the limelight Featuring interviews with Les Paul Keith Richards Carlos Santana Eddie Van Halen Steve Vai and dozens more players and creators Play It Loud is the story of how a band of innovators transformed an idea into a revolution      *Ultimate Star Guitars* Dave

Hunter,2017-04 First published in 2010 Ultimate Star Guitars the first illustrated history of ticonic guitars and their owners is now expanded to include 32 additional instruments Where other best selling guitar histories look at the rank and file models Ultimate Star Guitars is unique in profiling the specific favorites of famous players oftentimes million dollar babies such as the 1968 Stratocaster that Jimi Hendrix burned at Woodstock and which sold at Sotheby s in 1993 for 1 3 million Guitar journalist Dave Hunter explains the stories behind each the important sessions on which they were used landmark tours and gigs on which they were played modifications made by their owners and more From twangy country to scorching metal from full throttle punk to sophisticated jazz and from gut punch blues to lo fi indie rock Ultimate Star Guitars is illustrated with performance and candid photography of the artists with their star guitars relevant memorabilia and more often than not studio shots of the guitars or signature models based on them An information packed visual feast for guitar enthusiasts

**The Electric Guitar** André Millard,2004-07-20 In The Electric Guitar scholars working in American studies business history the history of technology and musicology come together to explore the instrument s importance as an invention and its peculiar place in American culture Documenting the critical and evolving relationship among inventors craftsmen musicians businessmen music writers and fans the contributors look at the guitar not just as an instrument but as a mass produced consumer good that changed the sound of popular music and the self image of musicians BOOK JACKET

Gizmos, Gadgets, and Guitars: The Story of Leo Fender Michael Mahin,2021-09-07 The picture book biography of ingenious American inventor Leo Fender creator of the world s most iconic Fender electric guitars For readers who love Iggy Peck Architect Leo Fender loved to thinker and tinker and take things apart and put them back together again When he lost an eye in a childhood accident he refused to think of himself as broken With a new pair of magnifying glasses Leo got back to doing what he loved fixing machines big and small even broken instruments His inventions which included the Telecaster and the Stratocaster would inspire the rock n roll generation and go on to amplify the talents of legendary guitarists Muddy Waters Jimi Hendrix Eric Clapton and Bonnie Raitt among others Fender s brilliant engineering vision connected science and art forever Christy Ottaviano Books

**The Bass Book** Tony Bacon,Barry Moorhouse,1995-06-01 The fourth in a series The Fender Book The Gibson Les Paul Book The Rickenbacker Book The Bass Book offers a complete illustrated history of bass guitars from Fender s first in the 1950s through the models of the next 40 years that formed the foundation for modern music The bass guitar is undoubtedly one of the most significant instruments of this century yet this book is the first to study its history Features original interviews with bass makers past and present dozens of unusual specially commissioned color photos and a reference section that provides a wealth of information on every major manufacturer

**Continuum**

**Encyclopedia of Popular Music of the World** John Shepherd,2003-07-08 The Bloomsbury Encyclopedia of Popular Music Volume 2 explores elements of production and performance and their relationship to popular music This second volume consists of 460 entries by 130 contributors from around the world and is arranged in four parts Part I Performers and

Performing Part II Musical Production and Transmission Part III Musical Instruments and Part IV Musical Forms and Practice Entries include musical examples bibliographies discographies and filmographies This and all other volumes of the Encyclopedia are now available through an online version of the Encyclopedia [https://www.bloomsburypopularmusic.com/encyclopedia/work/docid/BPM\\_reference\\_EPMOW](https://www.bloomsburypopularmusic.com/encyclopedia/work/docid/BPM_reference_EPMOW) A general search function for the whole Encyclopedia is also available on this site A subscription is required to access individual entries Please see <https://www.bloomsburypopularmusic.com> for librarians

[Play like Robben Ford](#) Robben Ford,2015-06-01 Play Like Study the trademark songs licks tones and techniques of blues guitar virtuoso Robben Ford This comprehensive book and audio teaching method provides detailed analysis of Robben s gear tone techniques styles songs licks signature phrases and much more You ll learn everything you need to know about Ford s legendary guitar playing from his early years in jazz fusion with the Yellowjackets to his groundbreaking progressive blues work as a solo artist and with the Blue Line The price of this book includes access to audio tracks online for download or streaming using the unique code inside the book Songs include Born Under a Bad Sign Help the Poor I Ain t Got Nothin but the Blues Mama Talk to Your Daughter Tee Time for Eric and more [Instruments of Desire](#) Steve Waksman,2001-05-02 This work ranges across the history of the electric guitar by focusing on key performers such as Charlie Christian Chet Atkins Muddy Waters Chuck Berry Jimi Hendrix Led Zeppelin who have shaped the use meaning of the instrument [The Bastard Instrument](#) Brian F. Wright,2024-07-03 Centering the electric bass in popular music history [The Fender Bass](#) J. W. Black,Albert Molinaro,2001-10 Book When Leo Fender added a bass to his growing family of instruments 50 years ago he created a new world for musicians and revolutionized an industry in the process Using hundreds of photographs this exciting release chronicles the evolution of that instrument from 1951 to 2001 providing background history and highly researched facts vital to understanding everything about this remarkable member of the Fender family A must for all music fans **The Fender Electric Guitar Book** Tony Bacon,2007-09 Fender s guitars have long been the instruments of choice for artists such as Jeff Beck Eric Clapton Jimi Hendrix and Stevie Ray Vaughan This book tells the complete story of Fender guitars detailing classics such as the Telecaster Stratocaster and Jazzmaster as well as lesser known and less successful models Dozens of photos reveal Fender s storied craftsmanship while the text includes collector details for all models The reference section lists all models and their statistics **Roadhouse Blues** Hugh Gregory,2003 From the author of A Century of Pop comes an in depth look at Stevie Ray Vaughn and his roots in the vibrant Texas music scene Photos *The Devil Is in It* John Stubbings,2025-09-16 The rich history of the acoustic guitar and its impact on the music world In 2020 guitar expert John Stubbings released a limited edition book on the American acoustic guitar that sold out in days Now The Devil Is in It returns with additional research and subject matter for a new generation of readers Stubbings traveled the country and met with guitar makers players collectors and historians to unravel the long and rich history of the acoustic guitar its evolution and the music it has made over the last hundred years Starting with the eighteenth

century European classical guitar luthiers altered the instrument changing the way musicians played them and in turn the music they made This slow but steady transformation created the iconic American flat top that became influential across genres and rooted itself in cultural significance The guitar developed from an obscure instrument into a superstar of the musical world rivaling then overshadowing its competition Tied to artists from Gillian Welch and Tracy Chapman to Taylor Swift and Ed Sheeran the acoustic guitar maintains its eminence in American music and culture The story of an alluring instrument that shaped the music of the twentieth century The Devil Is in It is a must read for lovers of the acoustic guitar and the music it has made

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