

Handout 3 - The Solid-Body Guitar

Leo Fender introduced his Fender Telecaster, one of the first mass-marketed and mass-produced solid-body electric guitars, in 1952. The solid wood body of the Telecaster was a radical departure from long standing traditions of hollow-body guitar building. Before this, guitars were almost exclusively designed “hollow” so that the sound of the instrument would resonate through its body and out of its sound holes. The solid, sound hole-less body of the Telecaster however, was designed to be played *only* electrically. The lack of internal resonance within the Telecaster’s solid-body focused its sound, allowing the electromagnetic pickups to produce a more isolated and direct signal from the strings rather than from the entire body. The Telecaster was *all the way* electric.

The solid-body and increased signal of the Telecaster allowed guitarists to push the limits of their amplifiers and still maintain a clear sound without the hum and feedback that plagued electrified hollow-body instruments. With the Telecaster and electric guitars that followed, guitarists became louder and more prominent in popular music, especially in the emerging genre of Rock and Roll.

NEW Fender ELECTRIC STANDARD "TELECASTER" MODEL

MICRO-ADJUSTABLE BRIDGE
 Beneath snap-on cover. Three longitudinal screws for adjusting string length for proper noting. Six elevating screws for adjusting height of each string.

ADJUSTABLE SOLO-LEAD PICKUP
 Beneath snap-on cover. Completely adjustable for best tone-balance by means of three elevating screws.

ADJUSTABLE RHYTHM-PICKUP
 Remove pickguard. Two elevating screws permit adjustment for proper tone balance.

ADJUSTABLE NECK TRUSS-ROD
 Remove pickguard. Turn slotted cap-screw in end of neck to level frets. Unique truss-rod design makes adjustment seldom necessary.

NECK ANCHOR PLATES
 Made of tempered steel. Provides extra rigid guitar construction.

MODERN CUT-AWAY BODY
 Permits easy convenience for playing all twenty-one frets. Thinner body makes playing for long periods less tiring.

MODERN STYLED HEAD
 Places keys all on one side for better access. Provides straight pull for all strings.

TONE-CONTROL
 Functions as lead-pickup modifier in lead position of lever switch.

VOLUME-CONTROL
 Functions in all positions of lever-switch and tone-control.

LEVER-SWITCH
 Rear position for lead work modified by tone-control. Middle position for straight rhythm work. Forward position for deep soft rhythm.

RADIO & TELEVISION EQUIPMENT CO.
 207 Oak Street Santa Ana, California

Early Fender Telecaster Ad