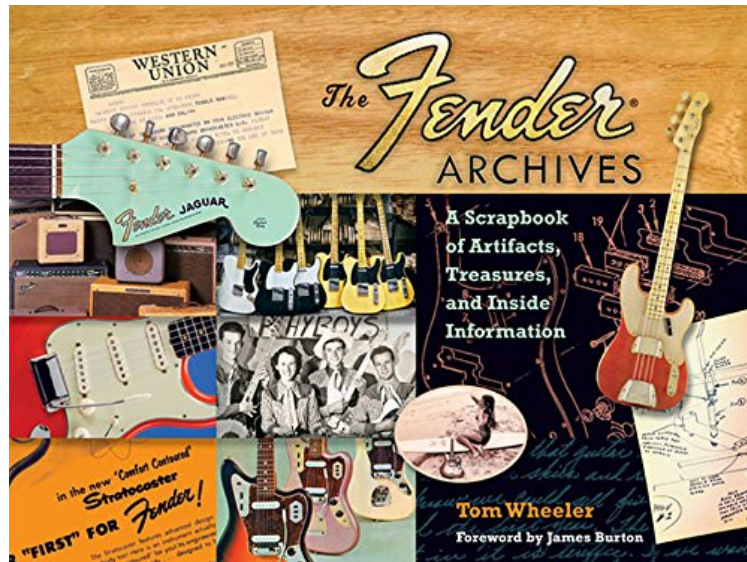


# The Fender Archives: A Scrapbook of Artifacts, Treasures, and Inside Information

Tom Wheeler

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**Tom Wheeler : The Fender Archives: A Scrapbook of Artifacts, Treasures, and Inside Information** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Fender Archives: A Scrapbook of Artifacts, Treasures, and Inside Information:

2 of 2 people found the following review helpful. Great historical Fender book By Malalattia, California I bought this Fender book from my hubby, and he absolutely loves this book. It has great details, and lots of graphic to make the book very interesting and not boring. This is a book that can be passed on generation after generation, easy to read. I have looked around and compared, and came to the conclusion that is the best place to purchase it. Quality, price, and customer service, has an elevated standard to meet customers' expectations and service excellence. I am very satisfied with the purchase. 0 of 0 people found the following review helpful. Good. Not great. By Customer Fender books. My first book was "Guitar History Volume 1" by Don Brosnac. Through the years I have bought every in depth, quality book I could find. Some, usually imported, costing a couple hundred dollars. This book left me underwhelmed. The description and presentation led me to believe it was focused on these papers discovered. Instead it was pretty much the same story peppered with maybe 12 documents I have never seen before. Not one was very revealing. The best part was the few pages of Freddie's "diary", which I would have traded most of the other items in this book for more of that content. There was more revelations and new content in those few images than anywhere else in the book and made it worth the \$25 I paid. The posters and other items were okay. The huge Clapton Strat schematic was an odd choice. The reproduction hang tag was nice, and would likely sell on its own. The bi-fold painting was nice too. Some of the other items looked cheap. The low quality reproduction telegrams and Leo's business card..seemed like filler. Overall, if you collect the Fender books, you have to have one. If you are into this stuff, read every book, every interview, don't expect much and you will be fine. 0 of 0 people found the following review helpful. Must-have for Fender Fanatics! By Cindi T Johnson I bought this for my husband (who is a Fender fanatic). He loves it! All the little

reprints (like Leo's business card) are really fun to look at. There's lots to explore, especially copies of actual documents previously unreleased. My husband is actually learning new things (which is a major accomplishment!) This is a must-have item for anyone who loves Fender history or trivia.

(Book). Welcome to The Fender Archives part history, part archive, part scrapbook, and part treasure chest. You are invited along on a research expedition, a sort of archeological dig through several sites: file folders in Fender's offices; the family archives of Don Randall; author/curator Richard Smith's collections; the photo galleries of John Peden and Fretted Americana; jammed metal cabinets in a sweltering warehouse near the Corona factory; and the home of the late Bob Perine in Cardiff-by-the-Sea, just blocks from the beach where he and Ned Jacoby took now-iconic photos of high school kids, surfboards, palm trees, and chrome-clad rocket-ship guitars in Shoreline Gold and Daphne Blue and Candy Apple Red. The Fender Archives looks at the company from the inside. Handwritten letters, production totals, personal logbooks, in-house memos, Leo Fender's drawing-board sketches, financial reports—such documents are freed here from long confinement in cardboard boxes and filing cabinets, dusted off, and promoted from background to spotlight. The Fender Archives sheds new light on the inspirations for revolutionary instruments and amplifiers, their sometimes difficult births and growing pains, the environment into which they were unleashed upon the world, and the motivations and personalities of key players.

"There's plenty here for the gear-head, player or collector and the casual fan alike. Beautifully illustrated, designed and printed, this book deserves a place on your shelf right next to a vintage tweed and Broadcaster. Essential, gorgeous and tons of fun, Wheeler has delivered a book that is not to be missed." --AllMusicBooks "The Fender fan should be quite happy with this (and then be in the mood to go out and buy a new guitar)." --Radio World, December 24th "The Fender Archives (Hal Leonard Books) is an insightful look into the creative process of inventors and visionaries in a time where it seemed that anything that was imaginable was also achievable. It's both a good read and a great visual record of a truly modern American invention." --Something Else! January 13th "You don't have to be a Fender devotee to appreciate the attention to detail that Tom Wheeler put into The Fender Archives. With its in-depth and personal look at the inner workings of the company, this book is fascinating on countless levels that will intrigue any fan of the electric guitar and popular music. It's a treasure trove of documents, photographs, handwritten letters, schematics, price lists, advertisements and much more, delivered in a way that really lets the reader experience that history firsthand. The presentation is impeccable, with embedded envelopes throughout that make you feel like you're raiding the Fender vault, finding artifacts like the Western Union telegram from Gretsch in 1951 informing Fender that they were infringing upon the 'Broadcaster' trademark, which resulted in the mythical 'Nocaster' models. For Fender fanatics, electric guitar enthusiasts and music fans in general, The Fender Archives: A Scrapbook of Artifacts, Treasures, and Inside Information is a must-have reference." --Harmony Central "Fear not: This isn't a musty scholarly tome for academics. This is truly a book for guitarists and amp aficionados." --Vintage Guitar About the Author TOM WHEELER is a former freelancer for Rolling Stone, the former Editor In Chief of Guitar Player magazine, and the author of The Guitar Book, American Guitars, The Stratocaster Chronicles, The Soul Of Tone, and The Dream Factory.