



"I am precisely three inches high," said the Caterpillar, "though I frequently become much higher."

"With that magic mushroom?"

Alice asked eagerly.

"Wish music!" retorted the Caterpillar, conjuring visions of Fender® guitars and matching amplifiers. "I play inhumanly hot licks on my Stratocaster™ and back myself with everything else."

"But I have only two arms," sighed Alice. "If I am to reach new heights on a Strat, I shall need your backing on electric bass."

"On a Fender!" smiled the Caterpillar. "Or two or three. I should much rather get my hands on what TV concert bassmen play."

"And of course," Alice sang out...

"9 out of 10 pick a Fender bass!"*

For a full-color poster of this ad, send \$1 to:
Fender, Box 3410, Dept. 175, Fullerton, CA 92634.

*Source: National Marketing Research of
California, 7/74.

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