



2015 Fender Custom Shop 1960 Telecaster Relic

Date

2015

Primary Maker

Fender

Medium

Wood; Metal; Plastic

Description

2015 Fender Custom Shop 1960 Telecaster Relic, serial number R80007. In custom blue sparkle finish with the original brown Tolex hardshell case. Fender introduced their first electric guitar, the Broadcaster, in 1950. The name was short-lived, as guitar manufacturer Gretsch had previously trademarked “BroadKaster” and challenged Fender’s use of the name. Fender responded by removing the name altogether, manufacturing their electric guitars

without a label into early 1951, which later was referred to as the “Nocaster” era. By mid-1951, Fender settled on a new name for its dual-pickup electric guitar: Telecaster. The Telecaster’s popularity quickly took off, propelling the solid-body guitar from a novelty instrument to one of the defining instruments of popular music. The twangy Telecaster sound made these instruments popular in both rock and country music with early adopters such as James Burton, Roy Nichols, and Roy Buchanan. This 2015 Fender Custom Shop version of the Telecaster is based on the 1960 model, with a custom aged blue sparkle finish.