

JACKSONS RARE GUITARS

Guitar News

VINTAGE, RARE AND COLLECTABLE GUITAR NEWS AND REVIEWS



NEW DUESENBERG MODELS

We have just received some exciting new Duesenberg models, recently released at the Musik Messe 2009 show, including the first release of the "Fullerton" series.

The "Fullerton" series has two models, a Double-cutaway version of the Starplayer TV and Double cutaway version of the Carl Carlton.

These guitars take retro styling with modern guitar technology to a new level. Also newly available is the "Classic" series Starplayer TV, with some revamped aesthetics and also the new D-49er Goldtop.



Jacksons Rare Guitars

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1963 FENDER STRATOCASTER GUITARS, CARS AND THE FENDER FIESTA RED

Steve Jackson

Hi, and welcome to the first of our monthly newsletters. My name is Steve Jackson and I would like to share with you some of my observations and stories gathered over the years.

For my first article I would like to talk about one of my favourite passions, Stratocasters, in particular, custom colours and the colour Fiesta Red.

For the first use of Fiesta Red commercially, we need to look to the car manufacturer, Ford. The Ford Thunderbird first used the colour, Fiesta Red in 1956. Fiesta became a rare colour on the Thunderbird, due to the exclusive use of Fiesta for one year only.

The Fender Guitar Company in later years was synonymous with General Motors using "DuPont" colours.

The colour, Fiesta Red first caught my eye watching Cliff Richard and the Shadows in colour in 1974. This was also the year I starting paying off my first Fender guitar from my guitar teacher, Bill Griffith. Two years later I had my very own Fender Jaguar.

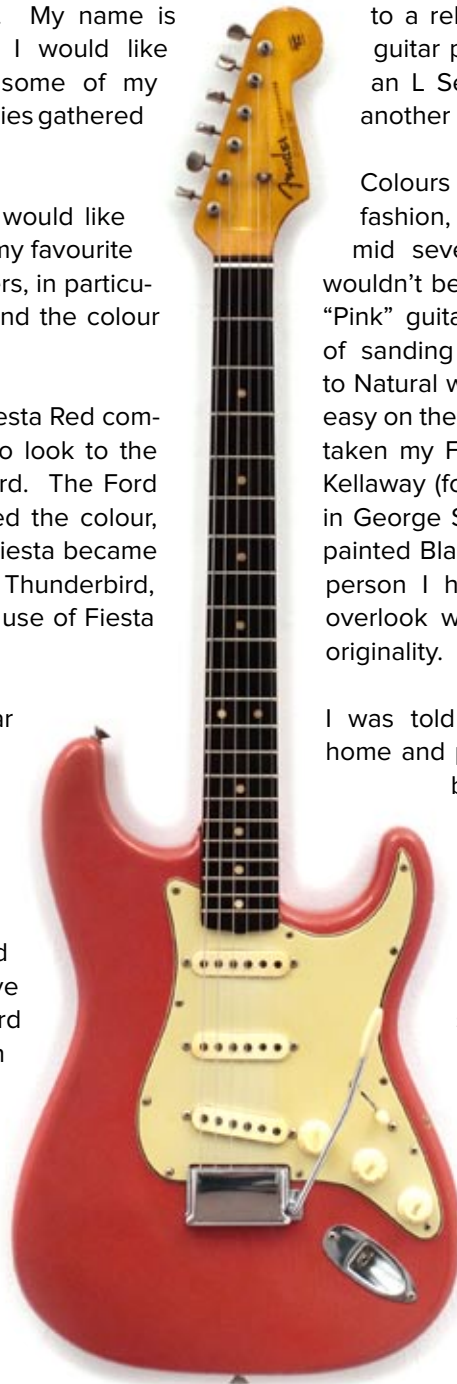
A 1964 in Fiesta Red. I took it to a rehearsal and a fellow guitar player told me it was an L Series? Well ... that's another story!

Colours come in and out of fashion, I remember in the mid seventies most players wouldn't be caught dead with a "Pink" guitar. There was plenty of sanding going on. Sanding to Natural was very popular and easy on the pocket. In 1979 I had taken my Fiesta Jaguar to Dan Kellaway (formally of Guitar City in George St Sydney) to have it painted Black. Dan was the first person I had met who would overlook work for the sake of originality.

I was told to take the guitar home and put it in its case and buy a Black Fender, luckily I followed his advice. This experience stirred my curiosity and fuelled many passionate years of research on originality in guitars.

So needless to say some of these rare coloured Factory Fiesta Red Fender finishes survived.

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1963 FENDER STRATOCASTER

This leads us to the latest buzz around Jacksons Rare Guitars, one [Factory Fender Fiesta Red](#).

This fine Fiesta has the perfect colouring (as Fiesta paint batches and degrees of fading change dramatically). The curves and contours together with chrome are superb. Just like the curves on old cars.

Guitars and Cars seem to go hand in hand. In 1960 Fiesta was a very LOUD colour. In Australia, Holden didn't start using a lot of the pastel Pinks and Reds until 1960. Capricorn Coral, Pyramid Coral, Reefshell Coral, Barrier Coral were some of the early Holden choices. These colours earned Fiesta Red the nickname "Coral Pink" in Australia! I wonder if the designers at Holden were into the Shadows? Curiously around the same time in 1960, Apache Red was a colour on the FB! These days old car collecting also leans towards finding factory finished vehicles following the trend with guitars almost thirty years ago. There was a time you would expect to invest more into a guitar that had been resprayed than an original. How times have changed!

To see how the prices have climbed reflect on Jacksons ["Historic Catalogues"](#) on our web site. To think around five years ago a nice Fiesta Red Stratocaster from 1963 would have been around \$30,000. My first Fiesta Red Strat 1962 came to me at \$1,200 in 1982. Oh dear, where is it now? Is it still red? Those questions come to all collectors, who have had lovely guitars through their hands.

The best advice I could offer is get on board. Some customers think they need to win Lotto to buy a nice Fiesta, though, if you bought one thirty years ago, it feels like you've won Lotto! It may well do the same for you, if you pick up a Fiesta now and hold it tight for the next thirty years.

Vintage Tone

REBORN WITH JMI AMPLIFIERS

Matt Shaw and David Roberts

Are you looking for that Classic sound of the early 60's British invasion bands such as The Beatles and the Shadows? Then look no further, these are the amps that started it all!

The Jennings Organ Company was founded in 1956 by Thomas Jennings and was well known for producing quality self-powered electronic keyboards. In 1959 the company was renamed Jennings Musical Instruments.



In this same year Jennings launched the iconic AC-30 Guitar amplifier, made immensely popular by some of the biggest Brit-Rock bands of all time. The company's controlling rights were sold off in 1964 and Tom Jennings left the company in 1967. This leaves a small window of prized vintage amplifiers, the 1961-1962 AC-30 mod-

els which had the added top boost circuitry, the kings of them all.

In 2006, a company called JMI re-birthed the tradition and quality of the original Jennings amplifiers. Now badged with a JMI logo, these amazing sounding combos have been painstakingly recreated in the UK, by hand, using the same high quality components as the original amps of the 50's and 60's. Every detail has been taken notice of; the grill cloth, the handle and the tolex all completing the faithful reproduction.

Now being used by bands like Jet, Gary Moore and the Klaxons JMI amplifiers have been given a modern voice that will certainly be remembered for a long time to come!

Vintage Market

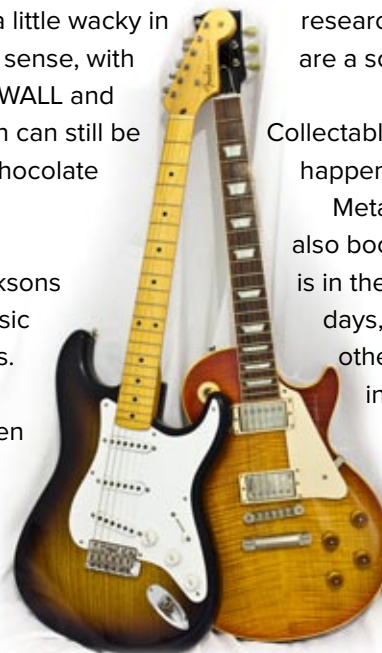
INVESTORS JUMP ON BOARD

Steve Jackson

When the world goes a little wacky in the area of dollars and sense, with investors climbing the WALL and lying in the STREET, fun can still be had. There is always Chocolate and Music!

Our experience at Jacksons Rare Guitars is that music thrives in unusual times.

This time there has been an extra facet, Guitar Investors! More and more investors have been visiting Jacksons after doing their own



research and finding rare guitars are a solid long-term investment.

Collectables are hot, this is not only happening with guitars. Precious Metals, Art, Coins, Stamps are also booming. As the car industry is in the news dreaming of better days, vintage Holden Cars and other classics are high on the invest/collect shopping list. Come on in while we still have some amazing vintage stock.

You too can play all the way to the bank!



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