

In case you missed it, The NAMM Show was extra fun for us this year as we showed (not kidding on this) the best sounding Anderson Guitars that have ever been built. We would like to share with you the joy of it all. You, in turn, may share with those who you know that are thrilled by excellence in guitar form, and everyone will be the happier for it—a good world.

There are basically **6** new lines of pickups (not models, but lines). Some you know and some you may not.

- SF pickups: Black and look like our normal stacks but run only hum-canceling. SFs have a Sweet Fifties tone with soft, soothing highs and richness of overall sonic timbre—lush and sweet.



- SC pickups: Basically the same wonderful SF-based tonality but with covers—can be black or coffee dipped or white. Say, what's with the chrome cover over the bridge pickup?



- HC pickups—chrome covered humbucker: Tone is more vintage than our regular H-Series—focused muscle, while still remaining very musical. Everyone freaked over these—in every guitar we put them in. Loaded into an Atom CT, this was the talk of the show—KILLER!



- HCs are available on Cobra as well.
- The 5-Way switching for both Cobra and Atom CT are quiet in all positions—even single coil sound.
- VA Booster: Even better, VA Booster can be added to our twin humbucker setup. A mini-toggle for Cobra or Push/Pull on volume of Atom CT renders 12 beautiful, hum-free sounds from twin humbuckers. How cool and versatile is that?! Another NAMM favorite.



- HF pickups: new humbuckers with HC sound and no chrome cover—black with small pole pieces—one listen and love is an understatement.



- TF series pickups: For T-style guitars—no hum, sweetness abounds with their robust and sparkling, single coil tonalities—not a touch of harshness here—just single coil supremacy. VA Booster can be applied to slightly saturate without losing the original essence.



- VA 5-series—you already know these, wonderful and real vintage pickups with bountiful tonality characterized by soft, sweet highs. They have all the attributes that true single coil vintage pickup lovers love. We wind ours to be robust, full and not too hot as to lose the real feel—gorgeous, musical sparkle without harshness.



- New 5-Way for SSH pickup layout:
 1. 5-Way operates traditionally.
 1. Our regular Push/Pull on the tone control adds the bridge pickup to neck pickup and to the neck + middle pickups giving Neck + Bridge and Neck + Middle + Bridge, combinations that you cannot normally get from a regular 5-Way.
 2. New 3-Way Mini-Toggle:
 1. Pulled back it is SSS sounds,
 2. Middle setting is SSH sounds.
 3. Pushed forward is SSH with VA Boost applied to any setting—so cool.

There is no switching more versatile or simpler to use than this.





T O M A N D E R S O N
G U I T A R W O R K S ®

- So what is a VA Booster anyway?: VA Booster is a color change for the pickup to which it is applied—as if, with the flick of a switch, we rewind your pickup for a little more saturation and oomph while still retaining the same overall character.



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- New MMM pickup switching: both Kickback and Boost now applied on the same guitar. So again, it is a 5-Way that operates traditionally.
- Push/Pull adds the bridge pickup as described above.
- Mini-Toggle is a mini 3-Way.
 1. Mini pulled back is all kicked back (vintage-level output).
 2. Middle position runs Ms in their normal muscular, big-string-sounding single coil tone
 3. Mini flipped forward, all Ms boosted with VA Booster.

21 hum-free sounds all on a baby-simple-to-operate, 5-Way.