

# Hendrix Original Guitar Goes To Auction on 2nd November 2010

Submitted by: STAR Digital Marketing Services Ltd

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November 2nd 2010 - Cameo Auctioneers - Reading UK

FOR IMMEDIATE RELEASE:

Hendrix Original Guitar Goes To Auction on 2nd November 2010

A really rare piece of Hendrix memorabilia goes under the hammer at the specialist auction house Cameo Auctioneers.

This guitar as played by Jimi Hendrix in the early stages of his career could be the piece de resistance for a serious Hendrix collector

Lot 429 - Jimi Hendrix Blond (tan) '59/ '60 Duo-Sonic Guitar.

During a nine-month stint from March to November 1964, with the Isley Brothers, when he was known as Jimmy James, Hendrix got his first Fender guitar - a blond (tan) '59/ '60 Duo-Sonic.

The one Jimi used was manufactured as a short scale guitar 22 ½ inches long, selling in those days for \$160. The common blond (tan) finish was discontinued in 1964. He found the Duo-Sonic affordable and that it worked great for the funky rhythms he played while working as a backing musician with the Isley Brothers backing band.

Jimi had at one stage fitted his Duo-Sonic with an EpiPhone (Maestro) Vibrato unit but had later taken it off. The rumour is that this guitar went missing whilst on tour in the USA but contrary to this Jimi just tired of using it and it was put away for a while and resurfaced years later in Chas Chandler's London studio.

Chas Chandler discovered and managed Jim, and later sold the guitar in 1982 for £400 to Rod Weinberg, who in 1983 reunited the Animals for a world tour.

In 1956, Fender introduced the Music Master and Duo-Sonic guitars as affordable "3/4-size" short-scale student models. The Duo Sonic was always a student level guitar. The Duo-Sonic is considered rare and has displayed growing collector value.

The guitar has most recently been on loan by Cameo to The Jimi Hendrix Exhibition held at the Handel House Museum, 25 Brook Street, London W1 for public exhibit from 15th to the 25th October.

This is a very rare and exciting item, and is expected to attract a significant amount of interest from collectors.

Estimate £150,000 - £180,000

Other Hendrix original items include;

Lot 430 - Jimi Hendrix, an original hand coloured drawing / painting circa 1967. This drawing comes with full provenance from Tappy Wright, Jimi's roadie

Estimate £10,000 - £12,000

As usual, the Music memorabilia sale includes hundreds of items of interest and is followed on the 3rd November by a rare sale of photographic negatives to include many images of the Beatles.

Complete auction catalogues for both sales are available to view at [www.cameo-auctioneers.co.uk](http://www.cameo-auctioneers.co.uk)

For more information on these exciting lots or any others in the sale please contact the auctioneers directly on or via email at [office@cameo-auctioneers.co.uk](mailto:office@cameo-auctioneers.co.uk)

Live bidding on the internet available for all countries at <http://www.the-saleroom.com/cameo>

--ABOUT CAMEO AUCTIONEERS--

[www.cameo-auctioneers.co.uk](http://www.cameo-auctioneers.co.uk)

Cameo Auctioneers is an established Fine Art Auctioneers with a specialist Auction Room near Reading. The Cameo Web Site contains a full online auction catalogue for every sale and live bidding is accessed at [www.the-saleroom.com/cameo](http://www.the-saleroom.com/cameo).

Cameo's sale rate is an impressive 92% of all lots, so if you have anything you would like valued for inclusion in a future sale you can do this by phoning 0118 971 3772 or emailing a digital photo and description to [office@cameo-auctioneers.co.uk](mailto:office@cameo-auctioneers.co.uk)

Of course if you like to attend the auction that's no problem either. Cameo's Auction rooms are situated just outside of Midgham, near Reading, and the public are

welcome to attend the auctions. If you visit the web site you can subscribe to the free Auction Alerts system that keeps you informed about upcoming sales and interesting lots.

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---NOTES FOR EDITORS---

Cameo Auctioneers is an established Fine Art Auctioneers with Auction Rooms near Reading. The company uses online marketing methods to attract quality buyers from

all over the world for its specialist sales which are held live in the Auction Room and on the Internet simultaneously.

Recent developments at Cameo have seen the introduction of live internet bidding for their major sales, combined with regular email auction alerts letting people

know when the forthcoming sales are taking place. In addition Cameo use the Google Adwords system to advertise the web site in a multitude of countries around the

world.

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