what to look for in the guitar you buy...

Neck is of honded maple and ebony with

metal rod insert

Two particularly important questions to ask yourself when trying a new guitar are: Is the instrument easy to hold? Is the neck designed for quick, easy progressions?

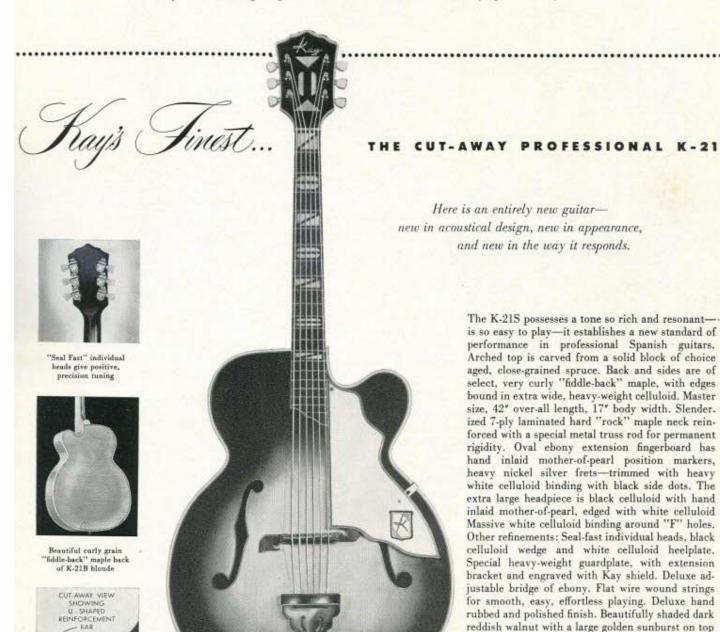
You'll find every Kay has an artist-type, slenderized neck for effortless playing . . . hour after hour. And rounded frets are precisely adjusted for ease of fingering and perfect intonation.

Next, check volume and carrying power. A Kay's outstanding performance is the result of more than 60 years of research and experience in building string instruments. You will discover that precise acoustical engineering, expert regulation, proper use of the right woods and exclusive methods of construction "pay off" in the way a Kay plays.

Also note the instrument's appearance. True functional beauty is the styling keynote of a Kay . . . appearance that's distinctive and in good taste. Finishes, too, are time-tested for durability and lasting beauty.

Tuning gears, strings, guardplates, bridges and tailpieces..., which can mean the difference between superlative and ordinary performance, are always finest quality on Kay guitars.

Compare all these features before you buy, and you'll agree . . . dollar for dollar, Kay guitars offer you the most by far in performance, styling and durability.

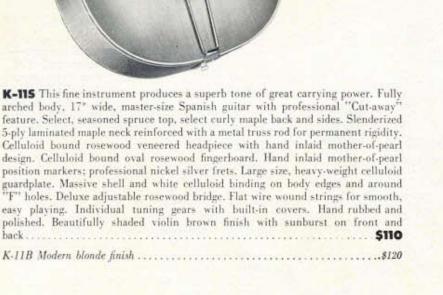


PROFESSIONAL SERIES KAY GUITAR...



ARCHED BOTTON

K-45 This professional model has a rich, full tone, concert volume and carrying power. Large master-size, 42" over-all length, fully arched body, 17" wide. Artist features throughout, such as: Spruce top, selected curly maple back and sides. Slenderized 5-ply maple neck with steel reinforcement. Attractively engraved shell celluloid headpiece with white binding. Black celluloid wedge. White celluloid heelplate. Oval rosewood fingerboard with white binding and black side dots. Six hand inlaid large pearl squares, heavy frets. Hand sanded and adjusted bone nut. Nickel plated tuning gears with built-in covers and heavy bushings. Deluxe adjustable rosewood bridge. White celluloid binding on body edges and "F" holes. Large, heavy-weight white celluloid guardplate. Hand rubbed and polished. Modern blonde finish...........\$89.50





Kay purchases large quantities of select maple, spruce and mahogany logsenough for producing thousands of guitars each year. This, in turn, means greater quantities of extra-select, exquisitely grained woods, set aside for the professional instruments. Backs of these fine guitars can therefore be compared only to the rare "fiddle-back" maple used in costly violins.



Specially designed cut-away greatly improves speed and precision in high register.



K-45

Thin, slender neck for easier progressions. Permanently rigid . . . five separate pieces of hard maple and ebony bonded together, plus special metal truss rod.

KAY GUITARS FLAT





Celluloid bound headpiece mother-of-pearl inlay



Extra deep 4½" body for resonant tone



5-ply bonded neck with



Top deluxe ribbed inside for added volume



K-23 A professional model in appearance and features. Large master-size body (17" wide) gives you exceptional tone and carrying power. Over-all length, 42". Selected spruce top, curly maple back and sides. Flat top and back. 5-ply laminated maple neck, metal reinforced. Heavy shell and white celluloid binding on top, back edges and soundhole. Shell celluloid headpiece with attractive hand engraving and white celluloid binding. Selected oval rosewood fingerboard with 6 large hand inlaid mother-of-pearl position markers, white celluloid binding, black side dots, and heavy professional nickel silver frets. Shell celluloid wedge and white celluloid heelplate. Hand finished and adjusted bone nut. Deluxe tuning gears with built-in covers, heavy bushings. Deluxe rosewood bridge with white pins. Permanently fixed heavy shell celluloid guardplate. Hand rubbed and polished. Modern blonde finish......\$75



K-15T Tenor (specifications as above) \$36.50

K-10 New low price for a Kay auditorium size Spanish guitar. Body, 15" wide. Over-all length, 40¼". Genuine mahogany top, back and sides. Flat top and back. Edges and soundhole bound with white celluloid. Oval rosewood fingerboard with four position markers. Deluxe patent heads, white celluloid guardplate. Glued-on rosewood bridge with white pins. Rich lustrous natural mahogany finish. An outstanding value......\$29.50

K-20

K-20 Super grand auditorium size. Body, 15½ wide. Overall length, 40¾. Spruce top, curly maple back and sides. Select hardwood neck with metal reinforcement. Flat top and back. Edges bound with white celluloid, black and white celluloid inlay on top edge and around soundhole. Oval rosewood fingerboard with 9 position markers, white celluloid binding and black side dots. White celluloid heelplate. Tear drop shape white celluloid guardplate. Glued-on rosewood bridge with white pins. Deluxe patent heads with built-in covers. Good quality strings. Hand rubbed and polished. Shaded dark walnut finish with large sunburst on top and back.

moderately priced

Kay

flat top guitars



moderately priced Kay arched guitars

K-43 Large master-size body (17" wide) gives this model a rich tone, exceptional volume. Over-all length, 42". Spruce top, curly maple back and sides. Metal reinforced select hardwood neck. Fully arched. Heavy white celluloid binding on top and back edges with black and white celluloid inlay on top edge. White celluloid bound oval rosewood fingerboard with 9 large position markers. Heavy frets. White celluloid bound headpiece. Deluxe patent heads with built-in covers. White celluloid guardplate. Adjustable rosewood bridge. Hand rubbed and polished. Shaded dark wainut finish with large golden sunburst on top and back. \$53.50

K-37 Super grand auditorium size. Body, 15½" wide. Over-all length, 40¾". Genuine mahogany top, back and sides. Metal reinforced mahogany neck. Fully arched. White celluloid bound top and back edges. Oval rosewood finger, board, heavy frets, 4 large position markers, and white celluloid binding. Deluxe patent heads with built-in covers. Adjustable rosewood bridge. White celluloid guardplate. Hand rubbed and polished. Natural brown mahogany color. One of our most popular models... \$43.50

K-37T Tenor (specifications as above) . . . \$43,50



A guarantee for one full year is included with each Kay Guitar.





K-34 Super grand auditorium size. Body, 15½" wide. Over-all length, 40½". Spruce top, laminated maple back and sides. Fully arched. Top and back edges bound with white celluloid. Oval rosewood fingerboard, heavy frets. Deluxe patent heads with built-in covers. Adjustable rosewood bridge. Trapeze-type tailpiece, nickel plated. White celluloid guardplate. Curly maple grained back, sides, and neck. Rubbed and polished. Shaded violin brown finish with large sunburst on top and back. An excellent value. \$32.50.

K-30 New low price for a genuine Kay auditorium size guitar. Laminated maple top, back and sides. Fully arched, 15" width body. Overall length, 40". White celluloid binding on top and back edges. Oval walnut fingerboard with four position markers. Deluxe patent heads. White celluloid guardplate. Adjustable rosewood bridge. Curly maple graining on sides, back and neck. Spruce grained top, Lustrous shaded walnut finish with golden sunburst on top and back. An exceptional value...\$29.50



The K-161 "Thin Twin" is an entirely new development in electric guitars, exclusive with Kay. Its many innovations enable the professional to play with greater ease, greater speed—particularly in the high register, and with greatly improved tone quality. Three way "finger-tip" selector switch permits instantaneous changes from rhythm to solo playing without "missing a beat." It's an instrument of such advanced design, such remarkable performance, only a trial can possibly reveal its many advantages.

Illustration below shows the silhouette of the Kay "Thin Twin." Body is both thinner and smaller than conventional electrics, making it easier to hold and play. Also note the cutaway feature that expedites playing in the higher register.

"Thin Twin"

The unique feature of the K-161 is the twin pick-up units with the "Threeway" selector switch. The units are mounted in a solid bar which is a continuation of the neck. This type of mounting makes the entire playing scale very rigid, and produces a pure, concise electronic tone with much greater sustaining power. Electronic pick-ups are two separate units, each controlled by volume and tone control knobs. The "Three way" selector switch enables the player to switch instantaneously from the bass tones used for rhythm work to the brilliant, high treble tones for solo passages, the third or central position gives the true conventional electric guitar tone. Easy to play, comfortable to hold like a regular guitar, beautifully sustained tone and yet no heavier than a conventional two unit guitar.

K-161C case. Chipboard, light brown Keratol, Plush lining, accessory compartment......\$



moderately priced spanish electrics...

YOUR CHOICE

of two Kay

high fidelity amplifiers





K-300 Top quality 3-tube amplifier. Full 8-inch speaker for fine reproduction. Designed to give long trouble-free service, Attractive two tone covering with contrasting grill. 15¼" wide, 12" high, 7¼" deep. Leather handle. Two inputs, volume control, fuse and on-and-off switch......\$80



Kay Hawaiian electrics





Kay electric mandolin

K-95 Designed especially for ensemble playing. True mandolin tone. Built-in high fidelity magnetic pick-up unit with tone and volume controls. Concert size, 2634" long, 1036" wide. Spruce top. Laminated maple back and sides. White celluloid binding on top and back edges. Rosewood fingerboard with 9 position markers and white celluloid binding. Deluxe patent heads with built-in covers. Adjustable rosewood bridge. Nickel-plated tailpiece with removable cover. White celluloid guardplate. Beautiful violin brown finish with golden sunburst on top and back. Hand rubbed and polished. Price without amplifier......\$78.50

not a guitar...

S A BIG BASS VIOL!

It's held like a guitar, looks like a guitar ... and is played like a guitar. BUT the pitch, range and tone quality are the same as a big bass viol.

A product of nearly 10 year's research, it opens an entirely new field of performance to thousands. Here's a bass viol any guitarist can play almost overnight!

ANNOUNCEMENT EXTRAORDINARY!

This is the announcement that startled the music world! Since this original announcement appeared, the Kay Electronic Bass. truly the modern miracle of electronics, has proved itself with hundreds of enthusiastic owners.



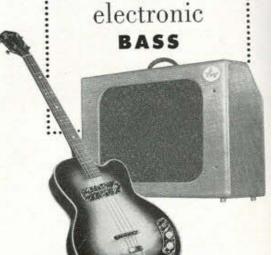
DOORWAY TO NEW OPPORTUNITIES FOR GUITAR AND BASS PLAYERS

Now, virtually every guitar player can double on bass. Solo and rhythm effects are practically unlimited—giving new tone and color to any ensemble. Greater volume is possible with less effort—a turn of the control knob raises or lowers volume. Easy to finger...easy to master, particularly for the guitar player. Actual bass pitch.

Nearly ten years of Kay research is behind the development of this new bass "voice." Special strings assure true bass tone and fast, easy action. Same range and tuning as a conventional bass viol. Scale length is 301/4"only 41/2" more than a regular guitar. Overall length is 44". Body width is 151/4". Depth at end pin is 21/8". Weight is only 61/4 pounds.

Model K-162 Kay Electronic Bass	30
C-162C Plush lined carrying case\$21.	
7-162H Hard shell carrying case	
THE TAXABLE IN THE PROPERTY AND ADDRESS AS A PERSON OF THE PROPERTY AS A PERSON OF THE	

K-615 A powerful, high fidelity, heavy duty amplifier—six tubes, 15" JENSEN heavy duty permanent magnet speaker for full, low bass tones, Size: 19" high, 24" wide and 10"



KAY

K5—Classic Guitar. Down through the ages, The Classic has ever been a favorite. Traditional craftsmanship distinguishes this instrument. Its beauty of tone, precise adjustments and perfect fretting will delight both the student and the professional.

K25—Flot Top Cut-Away Guitar. Fast fingering is possible on this cut-away model. Larger in size, it has a rich, vibrant tone and lots of carrying power. Beautifully finished throughout with distinctive bell-shaped soundhole. The nine position markers are mother-of-pearl, hand inlaid. Mahogany neck.

Master size (17" x 42"). Spruce top. Mahogany back, sides and neck. Celluloid bound edges. Hand rubbed and polished. \$69.50



NEWEST Kay DELUXE GI



KI-B—Blonde Arched Cut-Away Guitar. This master size, cut-away model has a tone of remarkable volume and carrying power. Beautiful blonde finish enhances its appearance. Hard maple neck. Hand adjusted bone nut for easier playing.

Master size (17" x 42"). Spruce top. Curly maple back and sides. Oval rosewood fingerboard, Celluloid bound edges. Hand rubbed and polished. \$79.50

K28—Professional Flat Top Cut-Away Guitar.

For the professional who demands the exceptional in playing qualities and outstanding appearance. Extra deep body provides resonant tone. Oval ebony fingerboard has large, hand inlaid mother-of-pearl markers. Individual tuning gears with built-in covers.

K172-B — Deluxe Two-Unit Spanish Electric Guitar. A new lightweight, easy-to-handle "pro" size that's a full third lighter than solid body types. Clear, crisp tones, because pick-up units are mounted in solid bar which is a continuation of the neck. Twin pick-up with three-way selector switch provides instant change from bass rhythm to treble solo or to conventional. Separate controls for each unit.

New "Pro" size (body 12½" x 18½"; overall length, 39½"). Body of select curly maple, fully arched top and back. Oval rosewood fingerboard. Celluloid bound edges. Hand rubbed and polished, less amplifier.....\$200.00

K172-5—Same as above with beautiful shaded finish, less amplifier \$185.00



K172-B

K172-S



NEWEST SPANISH ELECTRIC

K152-B—Single Unit Spanish Electric Guitar. Acut-away electric that produces a clear, full tone. Magnetic pick-up unit is compact and powerful with individual adjustments for each string. Finger tip tone and volume controls. Hard maple neck. Hand inlaid markers. Beautiful blonde finish.



K142—Two-Unit Spanish Electric Guitar. Smartly finished in metallic silver with ebony shading. Has full, rich tone with tremendous carrying power. Twin magnetic pick-ups with separate dual-type tone and volume controls for each unit, Has selector switch and detachable cord. Select hardwood body measures 1138" wide and 38" long, less amplifier. Hand rubbed and polished....\$100.00



JITARS BY

K141—Solid Body Spanish Electric Guitar. Compact and easy to play, yet has 'full professional 25%" scale. High fidelity magnetic pick-up with dual-type volume and tone control plus hi-low selector switch. Oval finger-board with heavy frets and four position markers.

Size: 10½" x 37". Select hardwood body. Less amplifier

A NEW Kay

ELECTRIC BASS GUITAR

K160—Now any guitarist can play bass solos or rhythm parts without transposing. The K160 is tuned the same as the first four strings of a Spanish guitar (E,B,G,D) except one octave lower. A perfect "double," (even for the inexperienced guitarist) that adds a new voice, new tone color to the ensemble. Magnetic pick-up, volume and tone controls plus selector switch.

Size: 151/4" x 44". Celluloid bound edges. Hand rubbed and polished, less amplifier. \$165.00 the top four strings of a spanish guitar, ...only an octave lower



...a banjo that tunes like a guitar!

> K55-P—Professional Plectrum Banjo. As a "double," it's a natural for any guitar player, because he can master it almost immediately. Can be played with regular Plectrum tuning (D,B,G,C), or like top four strings of Spanish guitar (E,B,G,D).

> Laminated select curly maple shell and resonator, Chrome plated hardware. Rosewood fingerboard with seven position markers.

.. \$100.00

K55—Same as above except 5 String Model \$100.00 K55-T—Same as above except Tenor Model \$100.00 All Kay mandolins have fully arched tops and backs, adjustable bridges
and celluloid guardplates. Laminated construction for long life,
and trouble-free service. Necks are scientifically graduated
for ease of playing. Fine quality strings.

Kay

mandolins



K-72 Master Venetianshape model with superb tone. Selected spruce top with curly maple back and sides.. Extra wide white celluloid binding with black inlay on top and back edges. Maple neck with shell headpiece bound in white celluloid and

white celluloid heelplate. Rosewood fingerboard with 6 position markers of inlaid mother-of-pearl, celluloid bound. Concert size 26½" long, 10" wide. Hand rubbed and polished. Rich, dark violin brown color......\$70

K-74 Modern blonde finish.....\$75



K-64 All maple, pear shape. Ebonized maple fingerboard. White stripe on top and back edges. Adjustable bridge. 26¾" long, 10¾" wide. Also has all of the general Kay features listed at top of page. Lustrous shaded dark walnut finish with golden sunburst on top and back \$25.00



K-68 Spruce top, mahogany back and sides. Large size, pear shape. 26¾" long, 10¾" wide. White celluloid bound top and back edges. Rosewood fingerboard with 9 position markers. Hand rubbed and polished. Natural color finish.. \$36.50





Experience in design and production is particularly important in the creation of a fine banjo. Kay is one of the largest and oldest manufacturers of banjos in the world.

