

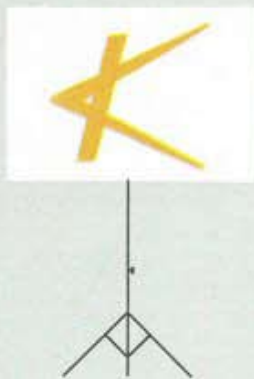
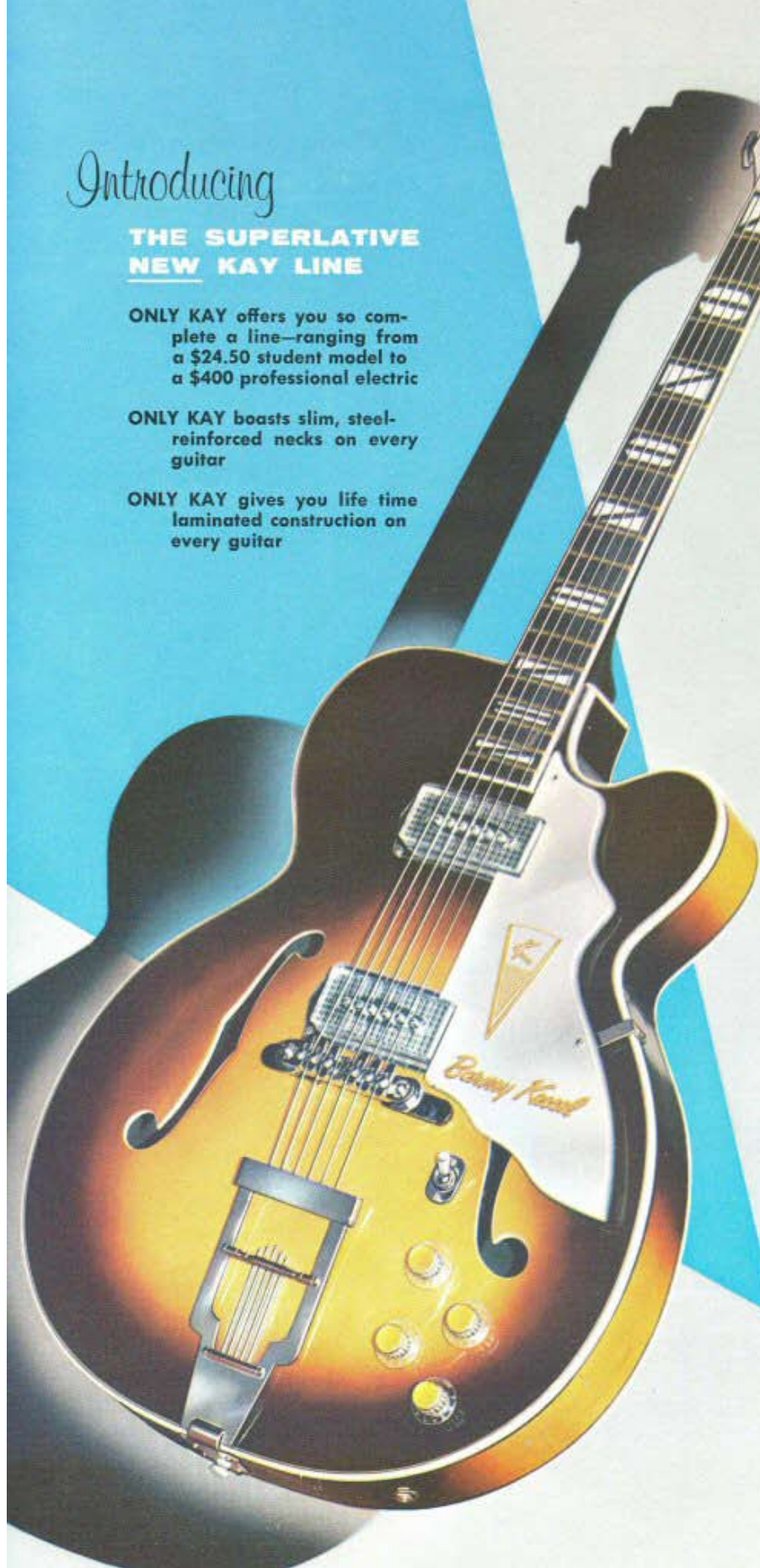
Introducing

**THE SUPERLATIVE
NEW KAY LINE**

ONLY KAY offers you so complete a line—ranging from a \$24.50 student model to a \$400 professional electric

ONLY KAY boasts slim, steel-reinforced necks on every guitar

ONLY KAY gives you life time laminated construction on every guitar



**The Ultimate in Professional
Electric Guitars...**

...The Gold "K" Line

Sensitive instruments with action... sound... and style for the fine guitarist.

The Gold "K" guitars feature "planned electronics". Power, balance, sensitivity and style are perfectly united. Separate tone and volume controls. Each string has its own output adjusting post.

The Gold "K" guitar necks are perfect in their slimness... steel reinforced, adjustable, too... and fully guaranteed.

The Gold "K" guitars feature highly figured curly maple and super-selected seasoned spruce... and the luxurious, hand finish you deserve.

KESSEL JAZZ SPECIAL. Barney's choice features a Melita bridge for absolutely perfect intonation. Maximum Fidelity sound reproduction assured by new Gold "K" pickups. Pearl inlaid Ebony fingerboard. New style THIN master size—the finest strings, hardware and styling.

- 87005 Double pickup, shaded finish, sunburst..... \$400.00
- 87008 Double pickup, gleaming natural blonde.. 400.00
- 87015 Single pickup, shaded finish, sunburst..... 350.00
- 87018 Single pickup, gleaming natural blonde..... 350.00
- 8000C Hard-shell, plush-lined case for above..... 52.50

KAY

**MUSICAL
INSTRUMENT
COMPANY**

1640 WALNUT ST., CHICAGO 12, ILL.

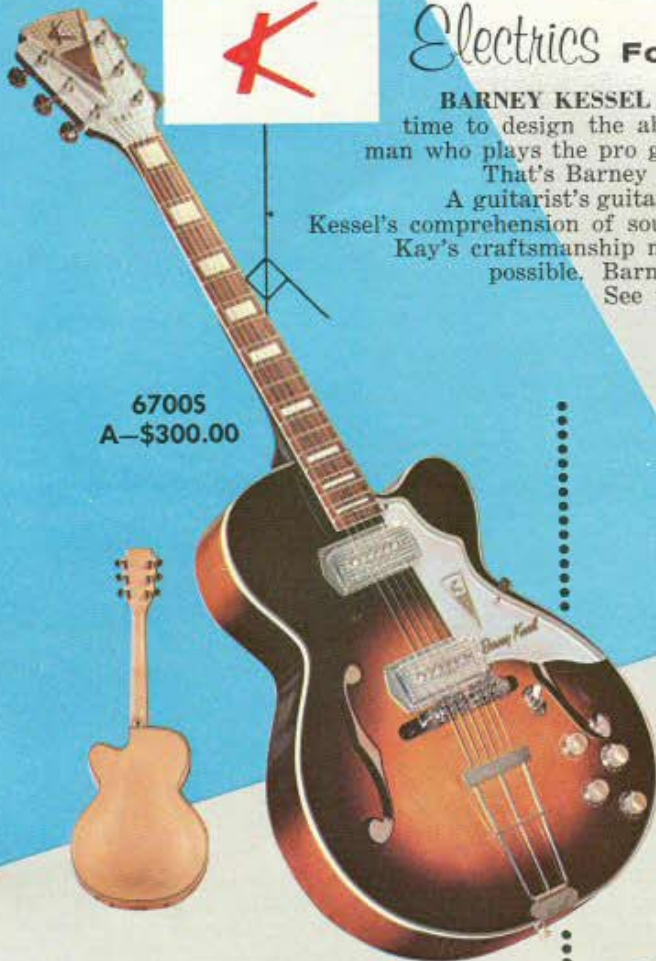


Electrics For The Professional

BARNEY KESSEL OUR FAVORITE DESIGNER: When it came time to design the absolute top of pro guitars, we called on a man who plays the pro guitar . . . like no one else in the world.

That's Barney Kessel—major poll winner year after year. A guitarist's guitarist.

Kessel's comprehension of sound, action and styling, combined with Kay's craftsmanship made the Gold "K" guitars possible. Barney plays the Jazz Special. See preceding page.



67005
A—\$300.00



(A) KESSEL ARTIST GUITAR. A "swinging" guitar featuring a "custom" size smaller body . . . 15½" wide. The Artist boasts such professional "musts" as pearl fingerboard inlays . . . fingerboard action for the softest touch . . . identical electronic pickups as on the Jazz Special . . . rich, polished nickel-plated hardware . . . top quality flat wire wound strings.

- 67005 Double pickup, shaded finish \$300.00
- 6700B Double pickup, natural blonde finish 300.00
- 67015 Single pickup, shaded finish 265.00
- 6701B Single pickup, natural blonde finish 265.00
- 6000C Hard-shell, plush-lined case for above 52.50

KAY ELECTRIC BASS . . . Any guitarist can double on bass. Has the pitch, range and tone of the big bass viol. (GDAE) Play it like a guitar . . . yet you sound like the bass player. Ideal for rhythm and solo effects. 44" long, 15" wide . . . easy to hold.

- K5965 New popular price \$150.00
- 162C Carrying case \$ 25.00
- K515 Heavy Duty Bass Amplifier. Reproduces the true bass tones. Powerful 7 tube circuit. 15" heavy duty speaker. Vibrato with remote switch. 4 inputs. A fine professional amp. \$219.50



\$150.00
(for electric bass K5965)



17005
B—\$200.00

K8990J
C—\$179.50

(B) KESSEL "PRO" GUITAR. Features a comfortable-sized body . . . 13" wide. Short scale for fast fingering and easy playing . . . same electronic equipment as in the Jazz Special. Semi-solid construction assures "solid body" ruggedness and "acoustical guitar" response, tone quality . . . light in weight. Flat wire wound strings . . . deluxe hardware . . . hand-crafted rosewood bridge.

- 17005 Double pickup, shaded finish with sunburst . . . \$200.00
- 1700B Double pickup, gleaming blonde finish 200.00
- 17015 Single pickup model, shaded with sunburst. 170.00
- 1701B Single pickup model, gleaming blonde finish 170.00
- 1000C Hard-shell, plush-lined case for above 52.50

(C) "K UP BEAT". An outstanding guitar . . . features the new "K" pickup units, and the adjustable tension slim "K" neck. Popular "thin" style cutaway body in master size. Available in three dramatic finishes: Gleaming Jet Black, Lustrous Golden Blonde and Beautiful Shaded Walnut with Golden Sunburst.

- K8990 Double pickup model (specify color) \$179.50
- K8980 Single pickup model (specify color) 145.00

Easy Playing *Electrics* by KAY

Made Better...To Sound Better ...To Look Better

(E) KAY SWING MASTER. A real gem, new and exciting... Thin, easy-to-play, cutaway Super Auditorium size. Steel reinforced slim, thin neck. Genuine rosewood fingerboard with hard nickel silver frets. Exclusive crackproof laminated body; Spruce top, Curly Maple back and sides. Heavy celluloid binding on body and fingerboard. Top quality strings and hardware.

Two super-sensitive magnetic pickup units, triple selector switch, separate tone and volume controls. Lustrous, shaded Walnut finish with golden highlight... hand rubbed.

K6970 Double unit model \$130.00 K6960 Single unit model \$99.95
9608 Case for above...\$16.00



K6540
Single Unit
F—\$79.95

K6550 Double Unit
F—\$99.95



K6533
G—\$59.95



K5910
J—\$150.00



K4140 Brown
Single Unit
H—\$69.50

K4144 Black
Double Unit
H—\$89.50

(F) KAY PACER! Pro Features — reinforced slim neck. Super aud. size, spruce top, curly maple back and sides, shaded with sunburst, hand-rubbed, pearlette markers in bound rosewood fingerboard, celluloid edges.

K6550 Double unit model...\$99.95
K6540 Single unit model... 79.95

(G) KAY VALUE LEADER. Easy playing reinforced slim neck... Super aud. crackproof Maple body, celluloid edges... lustrous Walnut finish, sunburst. Built-in magnetic pickup, tone and volume controls properly installed in body.

K6533 Detachable cord...\$59.95

(H) KAY SOLID BODY SIZZLER. Modern features new low price. Big size (14" x 37"), adjustable reinforcing rod in slim neck; powerful pickup units, tone and volume controls. Adj. bridge. Choice of colors: Dramatic Black and White, or Brown and White, durable, beautiful Plextone.

K4144 Double unit Specify color \$89.50
K4140 Single unit Specify color 69.50
220-40 Carrying case for above. \$9.75

(J) KAY THIN TWIN "II". For real drive. A Kay exclusive! Adj. reinforced slim neck. Thin, aud. size. Twin adjustable units, 3-way switch, separate controls. Laminated Curly Maple body, Natural blonde top, shaded back and sides with sunburst; hand-rubbed.

K5910 Thin Twin "II"...\$150.00
161C Plush lined carrying case \$21.60



(K) KAY "SWING MASTER" AMPS.

K507 Stadium "Twin Ten" Special. 7 tubes (6L6's in push-pull), two 10" Heavy Duty Speakers, solid lumber cabinet. Vibrato circuit has speed and amplitude controls, remote switch. 4 inputs, 2 channels with sep. controls. Stand-by switch. 19" x 24" \$149.50

K505 Twin Eight Hi Power Model. Two 8" speakers, 3 inputs with tone and volume controls. 5 tubes. 16 1/2" x 20 1/2" \$99.50

K503 Hot Line Special. Top quality. Big cabinet. Powerful AC/DC circuit. 2 inputs, tone volume controls. 12 1/2" x 15 1/2" \$45.00



K157
L—\$47.50



K1560
M—\$99.50

KAY STEEL GUITARS. Designed to produce true Hawaiian tone, and jazz licks too! Powerful pickups beautifully styled.

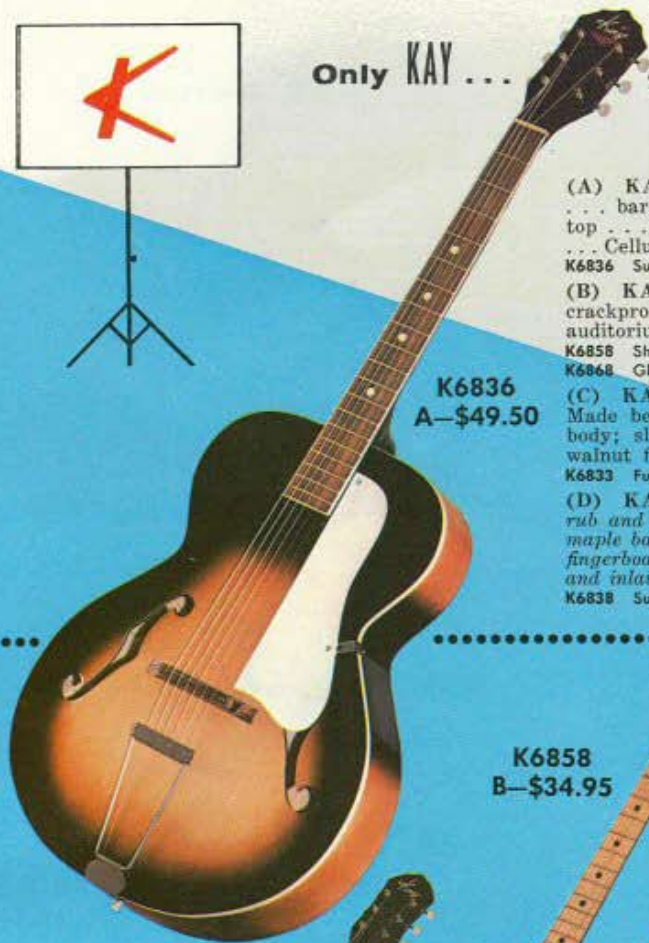
(M) K1560 Professional Model Hawaiian. A Black and White classic. Musically inspected. Powerful unit, tone and volume controls. Detach. cord. Guitar only...\$99.50
155C Carrying case... 12.00

555L Adjustable nickel plated legs (shown above) adjusts from 24 1/2" to 45". Fit into sockets in body. Set of 3...\$19.50

(L) K157 Student Special. Two tone green Plextone finish. An unbeatable value...\$47.50
157C Carrying case... 12.00



Only **KAY** ... gives you slim steel reinforced necks and laminated crack-proof bodies on all Arched Guitars.



K6836
A—\$49.50

(A) **KAY BIG VALUE LEADER.** Another Kay Exclusive!! Pro features . . . bargain prices . . . hand polished shaded walnut finish . . . spruce top . . . laminated maple back and sides . . . slim, steel reinforced neck . . . Celluloid bound genuine Rosewood fingerboard . . . adj. rosewood bridge. **K6836** Super auditorium size, arched top and back. . . . \$49.50

(B) **KAY SPECIAL NEW "SALES APPEAL" STYLING.** Laminated, crackproof, all maple body . . . slim, steel reinforced neck. Large super auditorium size . . . Big tone . . . easy playing. **K6858** Shaded Reddish Brown with Golden Sunburst. . . . \$34.95
K6868 Gleaming Honey Blonde. . . . \$34.95

(C) **KAY SUPER AUDITORIUM SPECIAL.** Big Size . . . big tone . . . Made better to look better. Easy to play. Crackproof laminated maple body; slim, steel reinforced neck; wide celluloid bound edges. Natural walnut fingerboard. Lustrous shaded walnut finish with golden sunburst. **K6833** Fully arched, super auditorium size. . . . \$39.95

(D) **KAY DELUXE ARCHTOP GUITAR.** Beautiful to look at . . . hand rub and polish . . . a delight to play. Arched spruce top, laminated curly maple back and sides. Slim, steel reinforced neck. Celluloid bound rosewood fingerboard, hand inlaid pearlette position markers. Heavy celluloid bound and inlaid edges. Shaded finish with golden sunburst. **K6838** Super Auditorium Size, hand rubbed and polished guitar. . . . \$54.95

K6858
B—\$34.95

K6868
B—\$34.95

K6833
C—\$39.95



K6950
E—\$75.00

(E) **KAY CUT-AWAY LEADER:** Another Kay first . . . A fine quality cut-away guitar at a new low price! Spectacular quality features! Spruce top, laminated curly maple back and sides; heavy celluloid bound edges; slim, steel reinforced neck; celluloid bound genuine rosewood fingerboard, nickel silver frets, hand rubbed and polished finish; super auditorium size.

K6950 Cutaway, shaded mahogany with golden highlight. . . . \$75.00

K6838
D—\$54.95

K6437
F—\$59.95

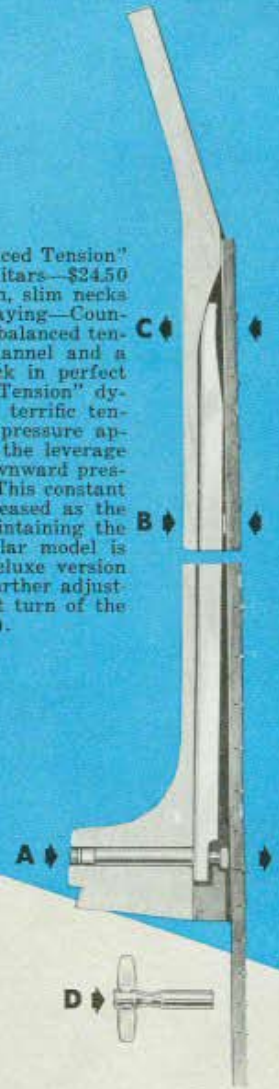


(F) **KAY ALL-MAHOGANY ARCHTOP GUITAR.** A popular model that guitarists really go for. Super auditorium size. Genuine mahogany top, back and sides; slim reinforced mahogany neck. Oval rosewood fingerboard; celluloid edges. Deluxe heads, with built-in covers. **K6437** Natural Brown hand-rubbed polished Mahogany. . . . \$59.95

Fine Guitars For The Discriminating Guitarist... by KAY
Quality! Sound! Style!

(G) Kay Masterpiece. The Standard of Comparison! Musically inspected and adjusted, its rich resonant tone appeals to the performer. Choice, close-grained spruce top. Back and sides of selected "fiddleback" maple. Features the slim adjustable "Balanced tension" neck. Ovalled ebony fingerboard hand inlaid with pearl. Pearl inlaid headplate. Seal-Fast heads. Ebony bridge. Polished flat wound strings for effortless playing. Custom finish.
 K89215 Dark Reddish Walnut with Sunburst... \$235.00
 K8921B Highly figured Honey Blonde... 235.00

Only KAY features the "Balanced Tension" neck reinforcement on all guitars—\$2450 to \$400.00... Gives you the thin, slim necks needed for today's modern playing—Country, Western or Jazz. KAY's "balanced tension" necks utilize a steel channel and a "lever-action" to keep the neck in perfect alignment. KAY'S "Balanced Tension" dynamically counterbalances the terrific tension of the strings. Upward pressure applied at "A" is multiplied by the leverage at "B" and transposed to a downward pressure which is applied at "C". This constant pressure is automatically increased as the string pull increases, thus maintaining the "balanced tension". The regular model is pre-set at the factory. The deluxe version is also factory adjusted, but further adjustments can be made by a slight turn of the adjustment screw (See Key D).



K89215
G—\$235.00



K8921B
G—\$235.00



K8911B
H—\$145.00



K8911S
H—\$145.00

(H) Kay "Rhythm Special." A superior instrument for the talented guitarist, this Spanish master size guitar delivers the goods. Vibrantly rich tone and superb playing ease. Cut-away arched body is 17" wide. Select, seasoned spruce top; choice, curly maple back and sides. Balanced-tension adjustable neck stays in alignment. Professional nickel-silver frets. Polished flat wire wound strings, individual tuning gears with metal buttons. Expertly hand-rubbed and polished finish.

- K8911S Beautiful Cremona Violin Brown, Golden Sunburst \$145.00
- K8911B Clear Honey Blonde 145.00

(J) KAY "COMBO" MODEL. Large master size, cutaway model has a full 17" body for exceptional volume. Reinforced neck assures playability. Spruce top, curly maple back and sides; fully arched. Wide celluloid binding on top and back. Oval rosewood fingerboard bound in white celluloid. Hand adjusted bone nut. Beautiful, lustrous hand-rubbed finish.
 K8901S Violin Brown..... \$94.50
 K8901B Selected Blonde... 94.50



K8901S
J—\$94.50



K8901B
J—\$94.50



Only KAY Features . . . slim Steel reinforced necks and laminated crack-proof bodies on all Flat Top Models.

(A) KAY "PLAINS" SPECIAL. An outstanding value—high priced features in a low priced model . . . Auditorium size . . . Spruce top for fine tone . . . Laminated crackproof Mahogany back and sides . . . celluloid bound edges and sound hole plus an extra inlay on the top. Slim, steel reinforced neck.

K5113 White Spruce top with brown Mahogany back and sides . . . \$41.50
 K113-1/4 Same as above but 3/4 size . . . for small folks . . . 41.50

K5113
 A—\$41.50

(B) KAY STUDENT CONCERT MODEL. Especially designed for the young student . . . features an extra narrow slim reinforced neck, easy for small hands to finger. Spruce top, laminated crackproof Maple back and sides. Narrow upper bout for easy holding (only 9 1/2"); wide lower bout for full true guitar tone (14 1/4"). Professional type frets, 9 markers, low easy-to-play action. Made expressly for studios and students.

K3500 An exceptional value . . . \$27.50

B—
 K3500
 \$27.50

(C) NEW KAY POPULAR PRICED GUITARS . . . Steel Reinforced Necks . . . guaranteed crackproof bodies.

K1160 Standard size laminated all Maple body. Slim reinforced neck. 14 fret maple fingerboard. Shaded finish, sunburst. . . . \$24.50

K5160 Big auditorium size! Big tone. Looks good, and sounds good, too! Spruce grained top, Curly grained back and sides. Shaded brown finish with sunburst. White striped edges. Celluloid guard-plate. . . . \$29.95

K5160
 C—\$29.95

K1160
 C—\$24.50

K61185
 D—\$69.95

K6118J
 D—\$69.95

(D) KAY CUT-AWAY GUITAR. A beautiful instrument . . . with fine tone and easy-to-play action. The graceful cut-away makes the "high ones" easy to reach. Now available in gleaming Jet Black or Shaded Walnut finishes; both are hand-rubbed and polished to a beautiful high luster. Super auditorium size. Slim, steel reinforced neck. Celluloid bound oval Rosewood fingerboard. Spruce top, Curly Maple back and sides with celluloid bound edges.

K6118J Gleaming Jet Black . . . \$69.95
 K6118S Shaded Walnut Finish . . . 69.95

K6116
 E—\$49.95

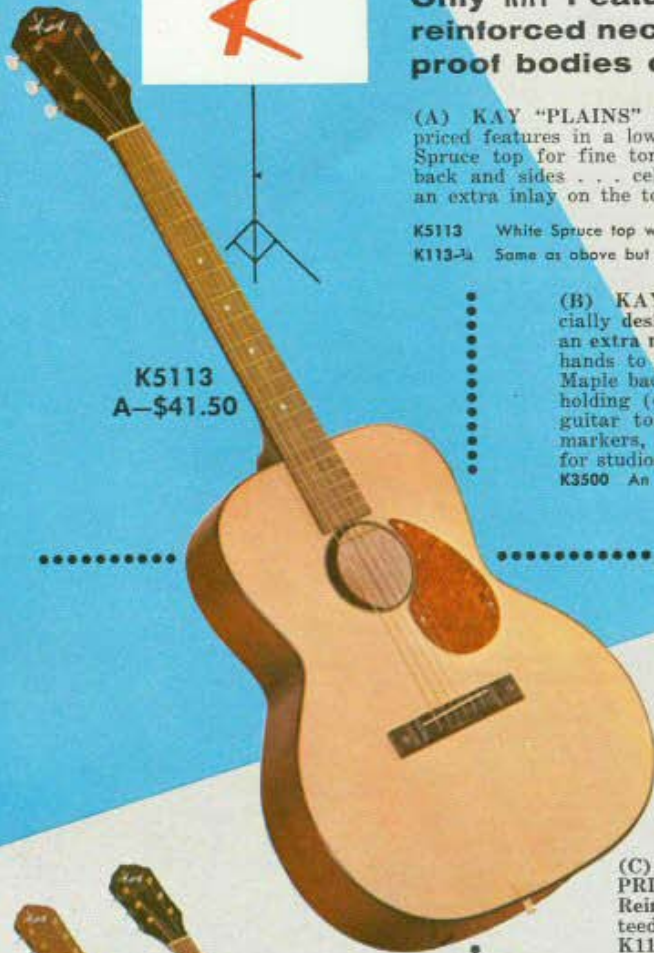
(E) KAY GLEAMING SUPER AUDITORIUM MODEL. Beautifully hand-rubbed and polished; dark reddish Mahogany with bright golden sunburst. Large celluloid binding, plus heavy block type inlay. Spruce top; laminated crackproof figured Maple back and sides. Genuine Rosewood fingerboard.

K6116 Slim reinforced neck . . . \$49.95

(F) KAY MASTER SIZE FLAT TOP! A large, deep toned guitar (42" long, 17" wide). Natural select Spruce top and laminated Mahogany back and sides. Steel reinforced, slim Mahogany neck. Celluloid bound genuine Rosewood fingerboard with 7 hand-inlaid double position markers. Musically inspected; low easy-playing action.

K8110 Hand rubbed finish . . . \$85.00

K8110
 F—\$85.00



KAY Professional Flat-Top Guitars
Made Better...To Sound Better...To Look Better

(G) KAY "COUNTRY" MODEL . . . Big in tone . . . big in looks. Another Kay "hot" seller! Special shape accentuates the round, full bass tones . . . ideal for rhythm work. Choice Natural Spruce top, Brown Mahogany back and sides. Slim, steel reinforced neck . . . low action. Genuine oval Rosewood fingerboard. Heavy celluloid binding on body. Beautifully hand-rubbed and polished.

K6100 Country Model Guitar.....\$75.00

**K6100
G—\$75.00**

(H) KAY "WESTERN RHYTHM" GUITAR. Just the thing for rhythm and singing—big resonant tone—beautiful appearance.

Slim, steel reinforced neck with low string action for fast, easy playing. Genuine oval Rosewood fingerboard with white celluloid binding. Heavy professional frets. Laminated, crackproof maple body. Heavy white celluloid binding on top and back edges and sound-hole. Rosewood bridge. Good quality strings. Beautiful, lustrous shaded brown finish with golden highlights.

K6110 An Outstanding Kay Value\$49.50

**K6110
H—\$49.50**



**K8224B
J—\$89.50**

(K) KAY "SOLO SPECIAL". Extra deep master guitar for the professional who demands outstanding performance and striking appearance. Musically inspected and adjusted for exceptional playing qualities. Slim, balanced-tension neck is fast and easy. Built by craftsmen for the artist. Extra deep (4 3/4"), large master size. Select, close-grained spruce top with special ribbing to emphasize "bass". Choice curly maple back and sides. Oval ebony fingerboard with inlaid pearl position markers. Venetian-shaped ebony bridge. Custom deluxe finish is hand-rubbed and hand-polished.

K8127 Blonde top with Dark Walnut sides and back.....\$125.00



**K8127
K—\$125.00**

(J) KAY PROFESSIONAL CUT-AWAY GUITAR. This professional flat-top cut-away guitar is gracefully shaped and perfectly proportioned. Large master size provides rich tone and willing response. Kay's adjustable rosewood bridge assures perfect action.

Select spruce top, choice curly maple back and sides. Steel reinforced, slim hard maple neck. Hand engraved shell headpiece. Hand adjusted bone nut. Carefully hand-rubbed and polished.

K8224B Honey Blonde.....\$89.50
K8224S Brown Walnut finish with golden sunburst 89.50

THE KAY GUARANTEE

We guarantee every fine Kay instrument against defects in materials or workmanship for a period of one year following original purchase. Any instrument found to be defective within this period will be repaired or replaced at no charge.



KAY Mandolins and Banjos



K53
A—\$49.95

K54T
B—\$59.95

K52
C—\$89.95

K1000T
D—\$150.00

K2000T
E—\$200.00

(A) Maple shell, walnut fingerboard. Stainless steel tension hoop, 16 brackets. Calfskin head, dark brown color.
K53 5 string \$49.95 K53T Tenor model \$49.95

(B) Deluxe model. Laminated maple resonator. Celluloid binding, 16 brackets. Maple neck, walnut fingerboard. Calfskin head. Shaded dark brown finish.
K54 5 string \$59.95 K54T Tenor model \$59.95

(C) Professional Model. Hand rubbed laminated mahogany shell and resonator, white celluloid bound edges and rosewood fingerboard. Nickel plated cast flange, 20 brackets.
K52 5 string \$89.95 K52T Tenor model \$89.95

K5 Banjo Uke. (Not Shown.) A perfect instrument for informal music, made as a fine banjo. Laminated shell, calf head, steel hoop, 12 brackets.\$29.95



K95
G—\$97.50

(G) Kay Electric Mandolin. For the ultimate in true mandolin tone. Powerful "Hi-Fi" magnetic pick-up with tone and volume controls, fully adjustable for perfect string balance. Detachable cord. Spruce top and figured maple back and sides. Celluloid edges. Rosewood fingerboard. Hand-rubbed.
K95 Rich Violin Brown with Sunburst.\$97.50



K3000T
F—\$285.00



K70
H—\$59.95

(H) Kay Venetian Shape Mandolin. Select spruce top, curly maple back, sides. Rosewood fingerboard, pearlette position markers. Heavy white celluloid binding on top and back edges. Nickel plated tail-piece, removable cover. Hand-rubbed and polished. Concert size.
K70 Shaded Brown, Golden Sunburst.\$59.95



K68
J—\$49.95

(J) Kay Concert Mandolin. Spruce top, mahogany back, sides. Celluloid bound edges. Rosewood fingerboard. Hand-rubbed and polished.
K68 Natural Mahogany and Spruce.\$49.95



K64
L—\$32.95



K74
K—\$92.50

K72
K—\$87.50

(K) Kay Professional Venetian Mandolin for the player who wants the best. Careful handcrafting for outstanding beauty and strong, well balanced tone. Select spruce top and choice curly maple back and sides. Wide white celluloid binding, black inlay. Maple neck; rosewood fingerboard, pearl markers.
K72 Violin Brown, Hand Rubbed.\$87.50
K74 Honey Blonde, Hand Rubbed. 92.50

(L) Kay Value Special. Fully arched laminated all maple body. White striped edges. Adjustable bridge and white celluloid guardplate. Size: 26 3/4" x 10 3/4".
K64 Shaded Mahogany with Sunburst.\$32.95

Student Model (Not Shown). Fully arched, laminated body. Shaded finish with golden highlights.
K460 An Outstanding Value.\$24.50

SILVA BANJOS BY KAY feature the exclusive patented Kay Vari-Tone, an entirely new and improved resonating device. Jose Silva, world-famous banjo artist, and co-designer of the new Kay-Silva banjo line, plays and heartily endorses this sparkling new line of professional instruments.

(D) SILVA MODEL. Curly maple resonator, celluloid bound edges. Chrome hardware, nickel silver frets, pearlette position markers, rosewood fingerboard, steel reinforced neck, calfskin head.
K1000T Tenor Banjo\$150.00
K1000 Five-string banjo* 150.00

(E) SILVA "PRO" MODEL. White pearlette resonator, heavy celluloid binding. Steel-reinforced, jet black neck with carved heel. Hand-engraved pearlette headplate. Top quality strings, calfskin head, polished chrome hardware.
K2000T Tenor Banjo\$200.00
K2000 Five string banjo* 200.00

(F) SILVA ARTIST. A superb musical instrument. Genuine gold plated hardware... figured rosewood resonator... carved neck heel and head... inlaid pearl position markers and headpiece.
K3000T Tenor banjo\$285.00
K3000 Five string banjo* 285.00
*Plectrum banjo available on special order (add 25%).
Carrying Cases. Hard shell (laminated wood) case. High pile plush lining.
For Tenor Banjo\$48.00
For Five String or Plectrum Banjo 50.00