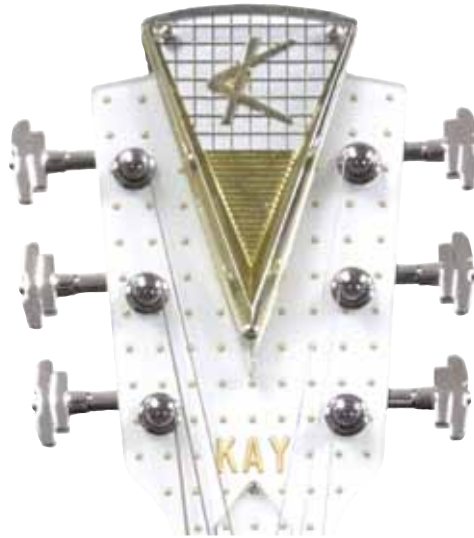


The Vintage Kay Reissue Story

Kay reissues the Fabulous 1950s series of "Kelvinator Kool Klassics"

The Kay Guitar Company has been the major producer of guitars since 1890. Most players do not realize that in 1928, Kay was the first company to start production of electric guitars in the USA. From 1952 through 1964, The Kay Guitar Company excelled at producing quality professional electric guitars with unique designs and features. The Kay Gold Line professional series became synonymous with that rich gutsy Blues/Jazz sound that eventually became known as Rock and Roll. This unique Blues sound was not available from any other guitar of that time. For the past decade, vintage Kay instruments have been fetching high prices and have had increasing interest from collectors and players because of the cool look and unique Blues/Jazz sound. Part of this special Blues sound came from the triple chamber design and the hand-wound blade pickups on the Kay K161V Thin Twin and the Kay K162V Electronic "Pro Bass" Guitar.



Chamber Music

The triple chamber interior construction coupled with the blade pickup give the Thin Twin and Electric Pro Bass that one of a kind sound. Enclosing the chamber creates a natural resonance that allows sustain without feedback in the guitar and that deep gutsy sound from the bass.



Chamber block with bracing used on both K161V Guitar and K162V Bass



Raw KB161V Guitar before setting the dovetailed neck



The "guts" of KB162V Bass (Left)
The "Naked face" of KB161V Guitar (Right)

The K161 Kay Thin Twin electric guitar was originally introduced in 1952 and was known as the "Jimmy Reed" or "Howlin' Wolf" model. "T-Bone" Burnett played a Thin Twin with Robert Plant and Alison Krauss at the 2009 Grammy Awards. The Thin Twin was the first guitar that was able to create that unique Blues sound. The special Kay interior bracing made the instrument a favorite among Blues players as well as rockers of the '50s and '60s. The hand-wound pickups and separate center chamber allowed an extra biting natural distortion without feedback. The combination was a mellow clean gritty sound with natural sustain. The pickups are so hot that they needed to be contained in the center chamber, which is why the Twin Thin and Pro Bass made anyone who played it feel there was nothing else like it. The Pro Bass had a unique feature of a switch that cut off the high frequencies to reproduce an "upright Bass" sound but in the off position the Pro Bass gives a punchy Jazz sound. The Pro Bass comes with electric flatwound bass strings.

So why now?

At Kay, we knew this project was not just assembling parts and a Kay "Kelvonator" chevron headstock logo and calling it a Kay Vintage Reissue. The 1950s guitars of that time not only have a special look, but a special sound. To just make another mass-produced vintage looking guitar, as other companies have already done, was not enough. Only an electric guitar that could duplicate the '50s sound would be successful. To remake the products in the United States was a challenge, but it was more of a challenge to reproduce the instrument off-shore and still maintain the necessary strict quality control. The Vintage Reissue Line sat on the back burner for many years until all the components were able to come together. The Vintage Kay Reissue project came alive when Roger Fritz came into the picture.



Roger Fritz, Fritz Brothers Guitars

Along comes Roger Fritz.

Roger Fritz is a professional luthier who makes guitars and basses for musicians like George Harrison and Randy Jackson. Roger is also a bass player who fell in love with the old Kay 1950s bass after having a friend recommend he play one. Roger, who had worked for Gibson in Nashville on their Bluegrass instruments, created his own company, Fritz Brothers Guitars in Alabama is making custom hand-made instruments for professional players worldwide. Roger was so enamored with the sound of the Kay (K162V) Pro Bass that he developed a clone and made them available for sale under the Fritz name. Roger Fritz was the missing link that was needed to make the project a reality: a Luthier that had a love for the instruments to be produced. Roger joined our team in early 2007 to help create and develop all the parts and features that made the Kay products different from all the rest.

Retooling and Recreation of Parts

Most of the parts and molds were no longer available so everything had to be created from scratch. The pick guards, the knobs, the hand wound pickups, the tailpiece, and even the baseball bat style toggle switch cover all had to be manufactured using original parts as templates for the new reissued versions. Reissues required creating molding over 40 unique parts with contributions from collectors in order to find perfect originals to reproduce.

The Rebirth of a Legend

The Kay Guitar Company has reissued 7 models in **Kay Vintage Reissue Series**, a process started in the summer of 2008 with the **Thin Twin** and **Electric Pro Bass**.

- "Street Series" Electric Guitars and Basses**
- K161V "Thin Twin" Electric Guitar**
List \$1100. (Pro User \$799) Vintage Case to Fit List \$199
3 Finishes: Cherry Sunburst, Natural Blonde, Jet Black
- K775V "Jazz Special" Electric Guitar**
List \$1450. (Pro User \$1125) Vintage Case to Fit List \$199
3 Finishes: Ice Tea Sunburst, Natural Blonde, Jet Black
- K1700V "Barney Kessel Pro" Electric Guitar**
List \$1150. (Pro User \$788) Vintage Case to Fit List \$249
3 Finishes: Tobacco Sunburst, Natural Blonde, Jet Black
- K6700V "Barney Kessel Artist" Electric Guitar**
List \$1450. (Pro User \$1150) Vintage Case to Fit List \$249
2 Finishes: Ice Tea Sunburst, Natural Blonde
- K8700V "Barney Kessel Jazz Special" Electric**
List \$1550. (Pro User \$1199) Vintage Case to Fit List \$249
2 Finishes: Ice Tea Sunburst, Natural Blonde
- K162V "Pro" Electronic Bass Guitar**
List \$1300. (Pro User \$999) Case List \$249 Bag List \$70
3 Finishes: Honey Sunburst, Natural Blonde, Jet Black
- K5970V "Jazz Special" Electric Bass Guitar**
List \$1300. (Pro User \$999) Case List \$249 Bag List \$70
2 Finishes: Natural Blonde, Jet Black

Prices are subject to change without notice.

Prices listed here effective January 2019

Pro User (MAP) Price and is what is the recommended Professional user's cost.

Parts are Parts--Not always....



USA MADE Custom Shop "Recording Series"
All "Kay Vintage Reissues Electric Guitars and Basses"
Can be special ordered and are made in America
Prices start at \$3199 and up. Allow 90 Days for custom orders.
Custom Made by Roger Fritz in Alabama

Barney Kessel



Barney Kessel Signature
K1700V "Pro" Electric

Barney Kessel Signature
K6700V "Artist" Electric

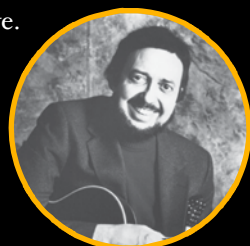
Barney Kessel Signature
K8700V "Jazz Special" Electric

Barney Kessel Gold "K" Signature Series 2019

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 it's 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 with the luxurious, hand finish you deserve.



3 Vintage Reissue Models

K1700V Barney Kessel "PRO" Electric Guitar
Features a comfortable sized body... 13" wide. 24 3/4" scale for fast fingering and easy playing. Perfect size for Singers and Songwriters
3 Finishes: K1700VB Blonde-K1700VBK Black
K1700VTS Tobacco Sunburst

K6700V Barney Kessel "Artist" Electric Guitar
15 1/2" wide. 24 3/4" scale Semi Hollow. 2 Pickup
K6700VB Blonde K6700VTS Tobacco Sunburst
Great for Jazz Ensembles, Combo Groups

K8700V Barney Kessel "Jazz Special" Electric
17" wide. The Flagship of the KESSEL Kay Gold Line
24 3/4" scale. 2 Pickup, Full Jazz Body
K8700VB Blonde K8700VTS Tobacco Sunburst
Designed for Recording and Soloist, Jazz Virtuosos



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.**

Kay

Vintage Sells-Grab your Share Today!

the essence
of KOOL...

"Raw!"
"Gutsy"
"Bluesy"



The "Twin Twin"

The "Pro Bass"

Opening International Distributors

Introducing the '50s & '60s Kay Vintage Reissue Electric Guitars
Two series: **Street Series**-Imported and Affordable for every player.
Recording Series-Custom Made in the USA for discerning artists and recording studio work. Discover this exciting and profitable quality made unique guitar line. Competition is tough and merchants must continually find new products that will set you apart. The Kay Vintage Reissue Series has international name brand recognition as well as the right price points, starting under US\$800 Pro User Net and a great profit margin. Seeking the best worldwide distributors for Kay Vintage Reissue Guitars



Sales Information for Kay Vintage Reissue

Jimmy Reed T-Bone Burnett
K161V "Thin Twin" Electric

Rare Reissue-Played by Sir "Paul"
K5970V "Jazz Special Bass" Electric Bass Guitar

Eric- Played this model
K775V "Jazz II" Electric

Sounds like an "Upright Bass"
K162V "Pro Bass" Electric Bass Guitar

Kool Cases to Fit

USA Dealers & International Distributors:

Request a Kay Vintage Reissue Information Kit

at info@KayVintageReissue.com:

Order Requirements, Application, Catalogs/Price List, Vintage Reissue Sales Agreement, Vintage Reissue Cost Sheets, Terms-Minimum Orders-Shipping

For more information: info@KayVintageReissue.com or <http://www.KayVintageReissue.com>

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