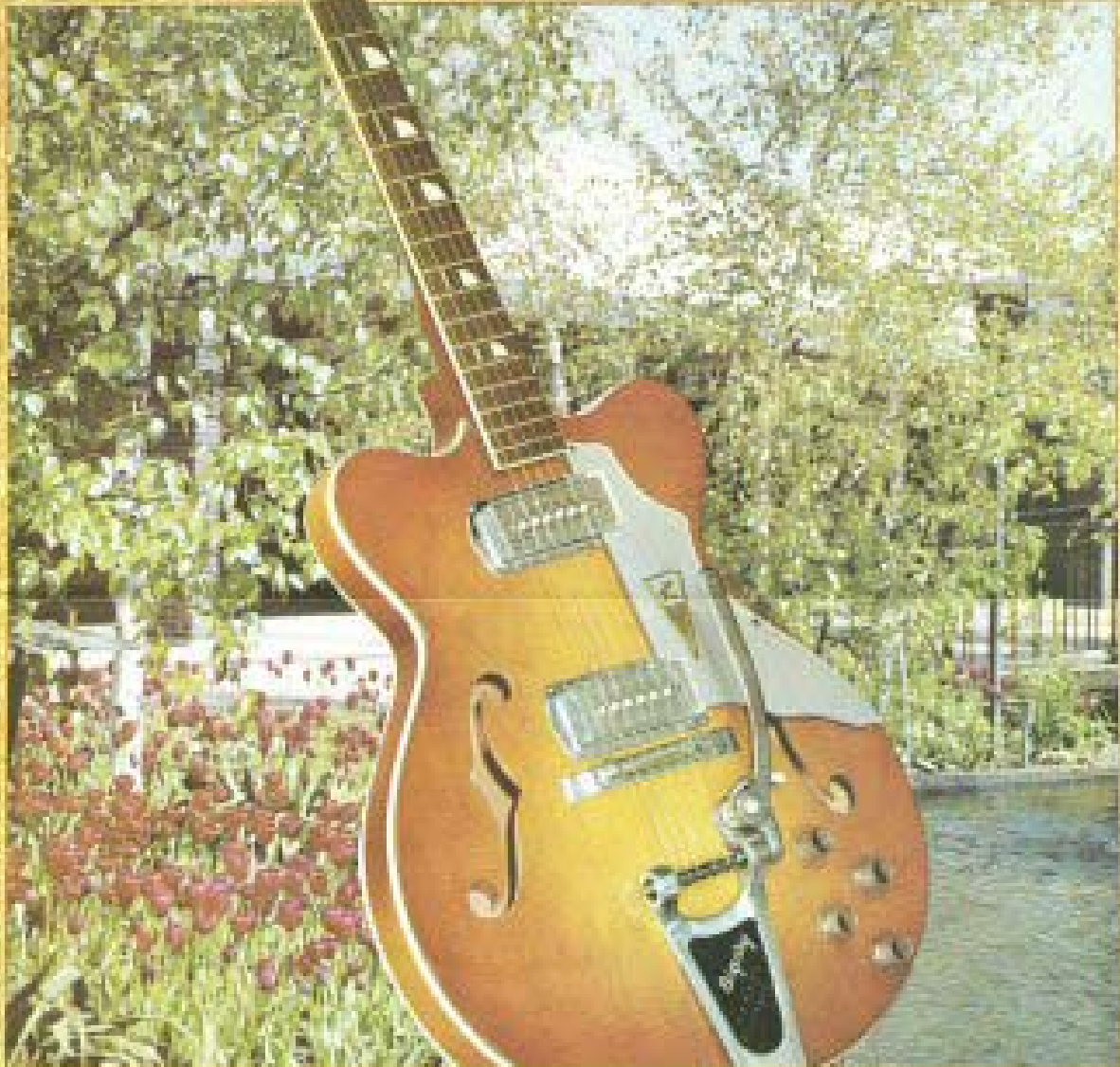


ELECTRIC GUITARS • GUITARS
AMPLIFIERS • MANDOLINS • BANJOS



Musical Instruments of Quality

Dealer Free
SOUTHWEST REGIONAL
7, 8, 9, 10, 11, 12
Cincinnati, O.C.

by **KAY**

KAY MUSICAL INSTRUMENT CO. • 1640 Walnut Street, Chicago 12, Illinois

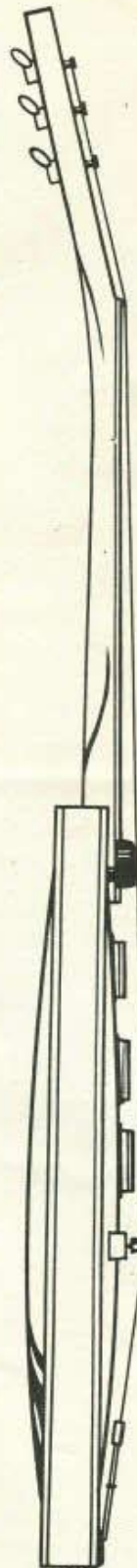
Incomparable "feel"

PICK UP A KAY electric guitar and feel its wonderful lightness and thinness. See how comfortably close and smooth it feels against your body. See how swiftly your fingers can fly up and down the entire fret range! Now listen to the brilliant sustaining tone...the clear, sparkling highs, the deep, rich lows. Here, indeed, is the result of fine craftsmanship and modern engineering at its best...creating Kay instruments of superlative quality for the nation's most discriminating artists.

THE GALAXIE...featuring the smartly modern Arched Thinline silhouette, this fine guitar is 1 3/4" thin! A real swingin' electric with the powerful, sensitive Gold "K" professional pickup. The "Thin-Lite" neck adjusts easily and quickly for trouble-free service. Beautiful curly maple top and back with wide, heavy celluloid bound edges and top edge inlay. Oval inlaid rosewood fingerboard, celluloid-bound; nickel silver frets. Nickel plated hardware; machine heads fitted with covers and bushings. Special electric strings matched to powerful pickup. Stunning light walnut finish with golden highlights, beautifully hand rubbed and polished. Auditorium size, 40 1/4" x 15".

K580 ARCHED THINLINE GUITAR...\$99.95
K9612 Sturdy carrying case for K580.....\$16.00

K580
\$99.95
GALAXIE



NEW "THIN-LITE" NECK WITH ADJUSTABLE TRUSS ROD

Engineered for dependability and fast action. Gives positive adjustment to withstand the stress of terrific string tension. Avoids twisting or warping. This tried-and-proven truss rod support employs a sturdy steel member tightened in seconds by turning the adjusting nut. All top Kay models now incorporate this feature; and remember—every Kay guitar, even through the economical Student Model, has the steel reinforcing rod which assures permanent straightness to eliminate any chance of warping.*

A—Adjusting Nut B—Truss Rod Collar
C—Steel Truss Rod D—Truss Rod Anchor

*Every Kay neck is GUARANTEED not to warp or slip out of alignment.



K775
\$249.50
"JAZZ II"

THE "JAZZ II". This Gold-K electric spotlights the Bigsby Vibrato tailpiece. This handsome double cutaway Thinline guitar is 2" thin and super auditorium size—41" x 15 1/4". Superior select curly maple top, back and sides, laminated throughout. Hard maple Thin-Lite adjustable neck. Oval rosewood fingerboard with hand inlaid genuine pearl markers, nickel silver frets, celluloid binding. Extra heavy celluloid binding on top and back edges with extra inlay on top. Flat wound professional electric guitar strings. Two incomparable Gold "K" pickup units with individual adjustable posts. Separate controls and selector switch. Cremona violin brown, golden sunburst, elegantly hand rubbed and polished.

K775 ARCHED THINLINE GUITAR.....\$249.50
K776 Same as above but blonde finish.....\$249.50
K9613 Hard shell 3-ply case for K775 and K776...\$ 49.50

Stunning Modern
Arched Thinline
Silhouette by Kay

Incomparable response

HERE AT KAY, we are proud to shout "response" from the housetops when we talk about Gold "K" electrics. Engineered for the sound you want—at the split second you want it—they're guaranteed to give brilliant performance! The smartly designed professional pickups provide that perfect union of power, balance, and sensitivity which delivers today's guitar sound to perfection. Lightning picks, rhythm beats, brilliant highs, rich low tones—any combination you want—are all handled through the selector switch on the multiple pickup models. Each pickup has its own tone and volume controls that can be pre-set and individually adjusted.



K673
\$179.50
"SWINGMASTER"

K672
\$149.50
"SWINGMASTER"

THINLINE "SWINGMASTER": A real professional, only 2" thin, with elegant super auditorium size body—41" x 15". And what "pro" features! "Thin-Lite" hard maple neck with adjustable steel reinforcing rod. Select curly maple laminated body with arched top and back. Celluloid bound oval rosewood fingerboard with six large hand-cut blocks and nickel silver frets. Heavy celluloid binding on top and back edges, multiple inlay on top. Flat wound electric guitar strings; deluxe machine heads with metal buttons. Your choice of 2 or 3 powerful, sensitive Gold "K" pickup units with the kind of power, balance, sensitivity and style demanded by the most exacting guitar work. Each unit has its own separate tone and volume controls, so you can play any one of the units individually or all together, using the instantaneous selector switch. Here's response that's second to none!

- K672 ARCHED THINLINE "SWINGMASTER" with 2 pickup units.....\$149.50
- K673 ARCHED THINLINE "SWINGMASTER" with 3 pickup units.....\$179.50
- K9610 Sturdy carrying case for K672 and K673....\$ 16.00

THINLINE "SPEED DEMON"...exciting as tomorrow, a trim 1 1/4" thin, auditorium size—40 1/4" x 15". Fully arched spruce top and curly maple back, completely laminated. Slim steel-reinforced neck; celluloid bound oval rosewood fingerboard; celluloid bound top and back edges. Powerful magnetic pickup adjustable for perfect tone balance. Separate tone and volume controls. Special electric strings and adjustable rosewood bridge. Shaded walnut finish with golden sunburst top and back...hand rubbed and polished. A real all-star performer for the most demanding guitarist.

K571 ARCHED THINLINE GUITAR.....\$79.95

K573 Same as above but with 3 pickups, each with its own separate tone and volume controls. You can play any one of the 3 units individually or all together, through the 4-way selector switch.....\$119.95



K571
\$79.95
"SPEED DEMON"

K573
\$119.95
"SPEED DEMON"

GUARANTEE: Every Kay guitar is guaranteed to give you complete satisfaction. See page "P" for details.

Incomparable action

THE KIND OF FAST, DEPENDABLE ACTION you always get from a Kay guitar is the result of precise adjustment of strings, frets, nut and bridge. Kay action is sensitive to your slightest touch. Kay action lets you make beautiful music for hours on end...with the greatest of ease!



K100
\$59⁹⁵
VANGUARD

K102
\$79⁹⁵
VANGUARD

THE VANGUARD CONTOUR MODEL. Modern contour design featuring true functional beauty, with smart double cutaway to make those high ones easy. A guitar you enjoy holding and playing, and the one you'll like to be seen with! For that solid electric tone, select hardwood body, 36 $\frac{1}{4}$ " x 12 $\frac{3}{8}$ ", with steel-reinforced hardwood neck, Oval rosewood fingerboard with inlaid markers; adjustable bridge. Genuine maple veneered top and back with a sparkling light brown transparent finish that highlights the natural beauty of the wood. Powerful magnetic pickup unit has separate tone and volume controls.

K100 KAY VANGUARD CONTOUR GUITAR.....\$59.95

K102 Same guitar as the 100 but with two pickup units and selector switch.....**\$79.95**

K9611 Sturdy case to fit models K100 and K102...**\$10.50**

GUARANTEE: Every Kay guitar is guaranteed to give you complete satisfaction. See page "P" for details.



K504
\$69⁵⁰

AN OUTSTANDING AMPLIFIER VALUE!

Built-in vibrato for professional tone and effects at a new low price. Three inputs... powerful 4-tube AC circuit delivers 5-watt undistorted output. Separate tone and volume controls, plus two vibrato controls and vibrato on-off switch. Jack for vibrato foot switch. Big 8-inch speaker. Cabinet 17 $\frac{1}{4}$ " x 14 $\frac{1}{4}$ ".

K504 AMPLIFIER: THE VIBRATO LEADER.....\$69.50

K9653 Heavy clear plastic cover to fit K504 Amp.....**\$ 5.50**



K6535
\$79⁹⁵

K6533
\$59⁹⁵

A KAY VALUE LEADER—a lot of guitar at a very little price! Built-in magnetic pickups, separate tone-and-volume controls. Kay's fast steel-reinforced neck. Fully arched super auditorium size body of crackproof maple with celluloid edges. Beautiful lustrous finish in shaded brown with golden sunburst top and back.

K6535 Double Unit **ARCHED GUITAR.....\$79.95**

K6533 Single Unit **ARCHED GUITAR..... 59.95**

ELECTRIC BASSES



K5970J
\$195



K5970B
\$195

"JAZZ SPECIAL" ELECTRIC BASS: our finest model with double cutaway for easy playing. Large, easy tuning machine heads. Beautiful curly maple body, rock maple neck, genuine rosewood fingerboard. Hand-rubbed and polished to a rich, deep lustre. Powerful magnetic bass pickup, fully adjustable for perfect string balance. Separate tone and volume controls.

K5970J in jet black finish.....\$195.00

K5970B, same instrument in gleaming natural blonde. \$195.00

K170C Deluxe padded carrying bag. Made of rugged water-repelling plastic that looks like fine leather. Two large pockets, zipper closing. To fit K5970J, K5970B and K5965.....\$37.50



K5965
\$150

"PRO" MODEL ELECTRIC BASS: a real swinging bass! Laminated curly maple body, arched back—44" long, 15" wide. Heavy celluloid bound edges. Individual geared machine heads. Rosewood fingerboard, hard maple neck, adjustable rosewood bridge. Finest special electric bass strings. Adjustable magnetic bass pickup unit with separate tone and volume controls. Hand-rubbed shaded brown finish.

K5965 "Pro" Model Electric Bass.....\$150.00

K162C Sturdy chipboard carrying case.....\$ 25.00



K520
\$195

KAY HEAVY DUTY BASS AMP. Engineered to reproduce the full, deep bass tones without distortion... can handle plenty of volume too! Specially designed 15" heavy duty speaker; large, ruggedly built, acoustically treated cabinet (22" x 27" x 9½") to assure maximum base response. The ideal amp for use with an electric bass.

K520. Kay Heavy Duty Bass Amp.....\$195.00

NOW EVERY COMBO can feature the "bass sound", for on these easy-to-play electric basses, any guitarist can double on bass. The electric bass has exactly the same tone and range as the big bass viol, tuned E-A-D-G, like the last four guitar strings, but one octave lower. Ideal for sustained tones and lightning fast action.



K5961
\$79.95

K5962
\$79.95

VALUE LEADER ELECTRIC BASS: a tremendous value! Small and compact, yet it has the big bass tone. Laminated maple body with celluloid bound edges. Steel-reinforced neck. Magnetic pickup unit with separate tone and volume controls. Detachable cord.

K5961 Four-string model (E,A,D,G).....\$79.95

K5962 As above, but with 6 strings (E,A,D,G,B,E). Same as Spanish guitar, but one octave lower in tone like the bass.....\$79.95

K9619 Sturdy carrying case to fit K5961, and K5962.....\$10.50

GUARANTEE: Every Kay guitar is guaranteed to give you complete satisfaction. See page "P" for details.

VALUE is a matter of getting the most for your money—whatever the price. You will find that though the Thinline Electrics range in price from \$69.95 to \$169.50—each gives you the best in tone and looks for the money: **each is unbeatable for value.**

value



\$99⁹⁵

#1963

#1963 has three powerful pickup units, each with its own separate tone and volume control. It is equipped with an instantaneous selector switch, which enables you to play each unit separately, or all three together. **\$99.95**

In the early 1950's, Kay pioneered the thin, semi-solid electric with the revolutionary—and very successful—"Thin-Twin". Now, we feel we have perfected the semi-solid electric with the "THINLINE" ELECTRICS—instruments made expressly for today's people, to express today's music. In sound, they combine the pure, brilliant tone of the electric, with the rich undertones of the acoustical guitar. In looks, they're an eye-catching, beautifully proportioned design—lightweight and slim (18" long, 13½" wide, 1¼" slim). In playing quality, they give you a new, short (24¾") pro scale, for faster-than-ever fingering . . . a cutaway shape that makes the high ones easy to reach . . . and the most responsive electrical equipment. In value, they are unbeatable.

THE VALUE LEADER combines the best of our craftsmen's skills, technicians' know-how and designer's flair that 50 years in the music business have taught us. Result: a superb instrument at a top-value price.

The body is of laminated, crack-proof maple, and the slim neck is steel-reinforced. The fingerboard is made of hard "rock" maple, and the five large position markers are hand-inlaid. There are professional frets, and extra-wide white celluloid binding on the top and back edges, and the adjustable bridge is "rock" maple. There are a shiny, nickel-plated trapeze tailpiece, and fine electric guitar strings. The finish is dark brown, with a shining sunburst on top and back.

Magnetic pickup units, newly designed, give great power and a truer-than-ever brilliant electric tone.

The chrome-plated guardplate has an exclusive design. Covers of the pickup units are chrome-plated, and the knobs are a contrasting jet black.



\$87⁹⁵

#1962

#1962 has two powerful pickup units, each with separate tone and volume controls, and the instantaneous selector switch. **\$87.95**



\$69⁹⁵

#1961

#1961 has one single, powerful pickup unit, tone and volume controls. **\$69.95**

#9619 Sturdy carrying case for the "Thinline" Electrics (described on page H), **\$10.50**

STYLE is a matter of looking good today and even better tomorrow. To this end, we combine beautiful woods, fine finishes, handsome metals and good proportions (each instrument 18" long, 13½" wide, 1¾" slim). Add: that certain verve that makes each Thinline Electric individual... each one, outstanding in style.

STYLE



\$119⁵⁰

#1983

#1983 is the triple-unit model: three powerful pickup units, each with its own separate tone and volume control. The instantaneous selector switch enables you to play each unit separately, or all three together.

#1983S, shaded brown finish, golden sunburst (shown) **\$119.50**

#1983B, gleaming golden blond, **\$119.50**

THE STYLE LEADER is not just a great instrument to play—it's a great one to be seen playing! This is a "dress-up" guitar if ever we've made one—

The finish is all hand-rubbed and hand-polished to a fine, mellow glow—in your choice of a beautiful shaded brown with the golden sunburst on top and back, or in a natural blond. Either way, the body is of laminated curly maple, that will stand the stresses and strains of hot-and-humid and cold-and-dry rooms with never a crack!

The fingerboard is oval rosewood—one of the world's rare woods—with 9 position markers inlaid by hand. The edges of the fingerboard are bound with white celluloid. The adjustable bridge is of rosewood also, and the tailpiece is a copper-plated professional model.

For an extra flourish—the instrument features a dual guardplate made of brushed copper, in the distinctive geometric design of course.

Of course, the Style Leader also has all the other fine points you've already found in the Value Leader: the slim, steel-reinforced neck; professional frets, adjustable bridge, finest electric guitar strings—and the magnetic pickup units newly designed for power and tone.



\$99⁵⁰

#1982

#1982 is the double unit model: two pickup units, each with its own tone and volume controls.

#1982B, gleaming golden blond (shown), **\$99.50**

#1982S, shaded brown finish with golden sunburst, **\$99.50**

#9619 Sturdy carrying case for the "Thinline" Electrics (described on page H), **\$10.50**

tone

TONE is one of great brilliance and vividness (the electric tone!) underlined by a marvelous acoustical richness. Add to this a trigger-like response to touch and tempo... and you have in the Thinline Electrics the best of the modern tone.

THE "PRO" is the tops—for looks and response... as well as for value!

The body is of laminated, carefully selected curly maple—we've made it in two fine, hand-rubbed, hand-polished finishes: a natural blond top and back, with black sides; or a gleaming jet black.

The "Pro" has a slim, steel-reinforced neck that is adjustable. The extra-short professional scale (just 24 $\frac{1}{2}$ " long) is vital, for it permits faster-than-ever fingering. The fingerboard is choice oval rosewood, with 6 hand-inlaid pearlette block position markers. The bone nut is carefully fitted and adjusted, and the frets are of nickel silver.

The top and back edges are bound with extra-heavy, extra-wide celluloid, which has a striking black and white inlay on the top. The fingerboard is bound with white celluloid.

Other signs of the true pro instrument: the covered machine heads, adjustable rosewood bridge, and beautiful professional tailpiece. The pickup units—again, of a new hi-fidelity design—are top-mounted, so that they can be adjusted to give perfect string balance.



\$169⁵⁰

#1993

#1993 is the triple unit model: each unit with separate tone and volume controls and instantaneous selector switch.

#1993J, gleaming jet black finish (shown), **\$169.50**

#1993B, blond top and back, black sides, **\$169.50**



\$139⁵⁰

#1992

#1992 is the double unit model: each unit with separate tone and volume controls and instantaneous selector switch.

#1992B, blond top and back, black sides (shown), **\$139.50**

#1992J, gleaming jet black finish, **\$139.50**

\$10⁵⁰

#9619

#9619, THINLINE CARRYING CASE. Sturdy chipboard with a vinyl-coated, leather-like covering. Attractive charcoal blue-gray top and back, with contrasting white sides—a fine match for the beautiful Kay amp! The case is lined with flannel, to protect your instrument, and has an accessory pocket. **\$10.50**

KAY "THINLINE" ELECTRICS

H

High-fidelity is faithfulness . . . the faithful reproduction of the wonderful tones of your Kay electrics. **For the most faithful reproduction of your fine guitar sound—here are the Kay amps:**

hi-fi +

Each one of these amps is a superlative value in its particular price range. Each is engineered specifically to complement the Kay electrics—in tone and in looks. Each is housed in a solid-wood cabinet, covered with attractive, long-wearing materials.

Amplifier covers are now available to help protect your amplifier. The amp covers are of transparent, easy-to-clean, heavy-weight plastic . . . to keep your amps clean when not in use, and to protect them from scuffing. The covers come in four sizes—one for each of the amps, tailored to fit exactly.



K507, **\$149⁵⁰**

K507, "TWIN TEN SPECIAL": This is the best amplifier on the market—bar none! It has 7 tubes, that give 20-watt undistorted output. There are two specially designed 10" speakers. The vibrato circuit has separate intensity and amplitude controls, and there's a foot-switch input jack. Stand-by switch and separate on-off switch. Each of the two channels has two inputs, and own tone and volume controls. The cabinet measures 20" x 24". **\$149.50**

#9652, heavy, clear plastic cover to fit K507 amp, **\$6.50**



K506, **\$125⁰⁰**

K506, THE VIBRATO "12": has a 12-inch custom-designed speaker . . . 12-watt undistorted output! Vibrato circuit with separate intensity and amplitude controls, plus on-off switch, 6 tubes; 2 channels—each with separate volume controls and master tone control. Input jack for foot switch. On-off switch with pilot light. Stand-by switch. Cabinet measures 16½" x 20½". **\$125.00**

#9651 Heavy, clear plastic cover to fit K506 amp. **\$6.00**



K505, **\$99⁵⁰**

K505, "TWIN EIGHT" HI-POWER MODEL: This is the outstanding amp in the medium-price field. It has 5 tubes, 4 inputs, and 12-watt undistorted output. There are two custom-designed 8" speakers. Two channels with separate volume controls, and a master tone control with on-off switch. The cabinet measures 16½" x 20½". **\$99.50**

#9651, heavy, clear plastic cover to fit K505 amp, **\$6.00**



\$47⁵⁰

K503

K503, "THE HOT-LINE SPECIAL": A superb amplifier—at an astonishingly low price! It features 3 inputs, 4-watt undistorted output, through a powerful AC circuit. There's an 8" speaker, a 10' cord, and separate tone and volume controls. The cabinet measures 12½" x 15½". **\$47.50**

#9650 Heavy, clear plastic cover to fit K503 amp. **\$4.50**



\$69⁵⁰

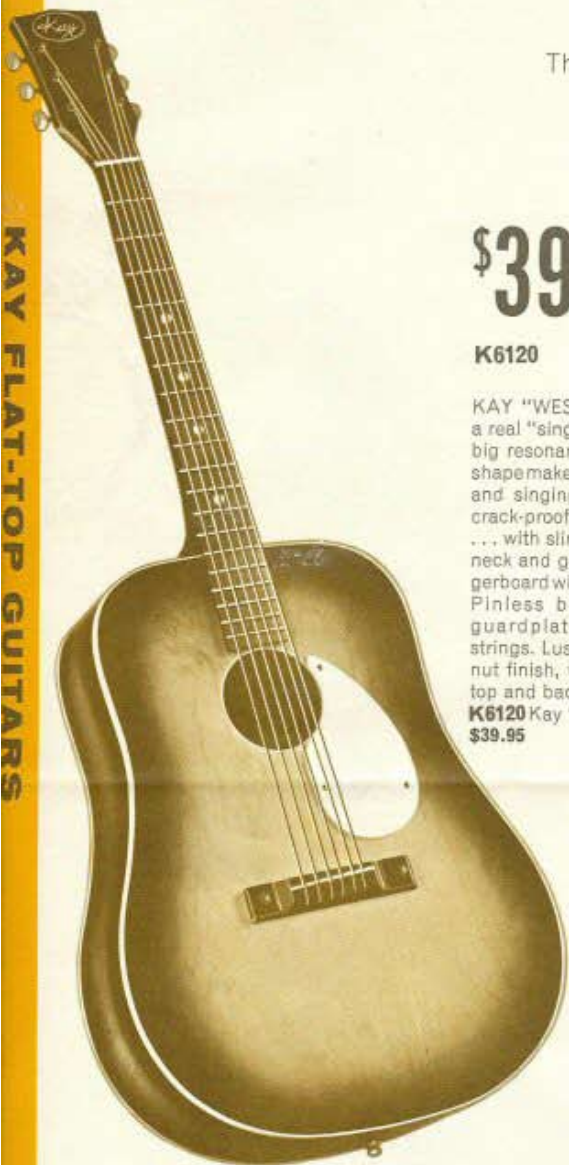
K504

K504, THE VIBRATO LEADER: a built-in vibrato for real pro tone and effects—at a new low price! This is truly an outstanding amp value! 3 inputs . . . powerful 4-tube AC circuit delivers 5-watt undistorted output. Separate tone and volume controls, plus two vibrato controls and vibrato on-off switch. Input jack for foot switch. 8-inch speaker for true tone. Cabinet measures 17½" x 14¾". **\$69.50**

#9653 Heavy, clear plastic cover to fit K504 amp. **\$5.50**

fun

It's fun to play a guitar . . . to be the center of parties, games and merriment! It's even more fun when you play a guitar which gives you round, full tones and fine response. That's why **it's most fun to play a Kay!**



\$39⁹⁵

K6120

KAY "WESTERN" MODEL—a real "singing" guitar with a big resonant tone! Its special shape makes it ideal for rhythm and singing. The body is of crack-proof, laminated maple . . . with slim, steel-reinforced neck and genuine walnut fingerboard with 4 inlaid markers. Pinless bridge, celluloid guardplate, good quality strings. Lustrous shaded walnut finish, with highlights on top and back.

K6120 Kay "Western" Model. **\$39.95**



\$29⁹⁵

K3500

KAY STUDENT CONCERT MODEL—an exceptional value! This guitar is especially designed for the young student, with an extra-narrow, slim steel-reinforced neck that is easy for small hands to finger. Solid spruce top, laminated crack-proof maple back and sides. Glued-on pin bridge. It has a $9\frac{1}{4}$ "-narrow upper bout for easy holding; the lower bout, $14\frac{1}{2}$ " wide, is for full true guitar tone. Pro type frets, 9 markers, low easy-to-play action. Perfect for studios and students!

K3500 Kay Student Concert Model. **\$29.95**



\$37⁵⁰

K8160

\$31⁵⁰

K5160

\$24⁵⁰

K1160

AN OUTSTANDING GROUP OF POPULAR-PRICED GUITARS—in small, medium and large sizes! Each, of course, features Kay's exclusive, guaranteed crack-proof laminated construction . . . and Kay's slim, steel-reinforced neck! Attractive shaded brown finish with sunbursts on top and back. White-striped edges and soundholes . . . bright, shiny metal tailpiece.

K1160 Standard size with full 14-fret maple fingerboard. **\$24.50**

K5160 Auditorium size ($15 \times 40\frac{1}{2}$ "). Celluloid guardplate. **\$31.50**

K8160 Master size (17×42 "). Celluloid guardplate. **\$37.50**

Service is built into each and every Kay . . . no matter what the price! The laminated, crack-proof body and slim, steel-reinforced neck give you excellent tone, action, response—and **superb trouble-free service!**

service



\$42⁰⁰

K5113

KAY "PLAINS" SPECIAL: The combination of high-priced features and low selling price make this a top-flight value! It's an auditorium-size guitar with a solid spruce top . . . and laminated, crack-proof mahogany back and sides for real fine guitar tone and appearance. Edges and sound hole are celluloid-bound, and there's an extra celluloid inlay on the top edge and sound hole. Slim, steel-reinforced neck. Glued-on rosewood bridge with bone saddle. **K5113** (shown). White spruce top with brown mahogany sides and back. **\$42.00**
K113 Same as above, but $\frac{3}{4}$ size ($34\frac{1}{2}$ " long, 11" wide) for small folks! **\$42.00**



\$72⁵⁰

K6100

KAY "COUNTRY" MODEL— one of Kay's top sellers, this is a guitar that's big in tone . . . big in looks! Its special shape accentuates the round, full bass tones—making it ideal for rhythm work. Slim, steel-reinforced **ADJUSTABLE** neck . . . heavy celluloid binding on body . . . bound, genuine oval rosewood fingerboard. Natural white spruce top, brown mahogany back and sides . . . hand-inlaid rings around sound hole . . . beautifully hand-rubbed and polished finish. **K6100** Kay "Country" Model. **\$72.50**



\$49⁹⁵

K6116

KAY'S GLEAMING SUPER-AUDITORIUM MODEL has a solid spruce top, laminated crack-proof figured maple back and sides—all finished by hand-rubbing and polishing. Beautiful shaded walnut finish with golden sunburst. Heavy celluloid binding . . . with a heavy black-and-white block inlay on top edge and sound hole. Slim, steel-reinforced neck—of course. Oval rosewood fingerboard, celluloid-bound. Glued-on rosewood bridge. **K6116** Kay's Super-Auditorium Model. **\$49.95**



\$59⁹⁵

K6130

THE "CALYPSO" FOLK GUITAR. A fine mellow toned, easy playing guitar . . . features the wide classic type neck with slotted heads. Comes equipped with metal strings but can be used with gut or nylon strings too. Natural white spruce top, genuine mahogany back and sides; celluloid bound edges plus an extra inlay on the top edge. The celluloid bound soundhole also has a "classic" ring. Celluloid bound rosewood fingerboard with inlaid markers. Neck is steel reinforced. Classic type rosewood bridge. Hand rubbed and polished finish. **K6130** Super Auditorium size —41 x 15 $\frac{1}{2}$ " . . . **\$59.95**

KAY FLAT-TOP GUITARS

There's artistry in the classic shapes, beautiful materials and fine craftsmanship of every Kay. There's artistry in the flawless reproduction of your finest performances—which every Kay will give you, too. So, **artistry is a twice-told tale in every Kay!**

artistry



K7000

CLASSIC GUITARS . . . have provided sensitive expression for performers throughout the history of music . . . and today are the guitars used by Segovia in rendering the works of the masters, and by leading folk-singers in accompanying their presentations of musical Americana. Classic guitars, properly made, are said to produce every voice in the orchestra—every mood—every expression! The classic guitar is the instrument of unequalled versatility . . . the instrument synonymous with **artistry!**

\$85⁰⁰ K7000

ARTIST MODEL CLASSIC GUITAR. A sensitive instrument combining superior craftsmanship, super-selected materials . . . with design and construction to the plans of the master guitar makers of the world. Lightweight "fan" ribbing; carefully selected aged fine-grain spruce top; flamed maple sides and back. Hand-rubbed and polished lustrous finish. Resonance and response from the "Artist" will give you years of art and pleasure!
K7000 Artist Model Classic Guitar. \$85.00



K7010

K7010 **\$59⁵⁰**

MAESTRO MODEL CLASSIC GUITAR. Brought to this guitar are the basic features of the classic guitar—the traditional body shape; the wide, simple finger-board; the thin, close-grained spruce top. Result: superb tone!
K7010 Maestro Model Classic Guitar. \$59.50



\$36⁵⁰
 K7020

CONCERTO CLASSIC GUITAR. A fine sounding, big value instrument in the **true** classic design and with traditional wide finger-board and slotted head. The body is of maple. Natural white top with dark stained back, sides and neck. Proper glued on classic bridge. Nylon and wound strings. Attractively finished.
K7020 Concerto Classic Guitar 36 $\frac{1}{2}$ " x 14" \$36.50



\$125⁰⁰
 K8127

Kay "SOLO SPECIAL": This is an extra-deep, master-size guitar for the professional who demands outstanding performance, as well as striking appearance. Musically adjusted and inspected. It's an extra-deep (4 $\frac{1}{2}$ ") master size . . . with slim, balanced-tension neck that's fast and easy . . . oval ebony fingerboard with inlaid mother-of-pearl position markers, Venetian-shaped ebony bridge. The natural white top is of selected, close-grained spruce with special ribbing to emphasize the bass tones. The back and sides are of choice curly maple—with a dark-walnut shaded finish. The finish is hand-rubbed, hand-polished.
K8127 "Solo Special". \$125.00

sparkle

Sparkle is in the fine tone and handsome looks of every single Kay. Most sparkling of all are these lively Kay banjos!



\$79⁵⁰

K60

KAY "FOLK" MODEL 5-STRING BANJO—just the thing for accompanying today's popular folk singing! It's easy to play and it's fun, too! The 30 brackets assure even tension on the genuine calfskin head to give a good, clean, crisp tone. Heavyweight laminated maple shell . . . hard maple neck . . . genuine select walnut fingerboard with hand-inlaid markers. Non-slip adjustable tension tuning keys. Hard-maple bridge, good quality strings.

K60 Kay "Folk" Model 5-string banjo. **\$79.50**



\$165⁰⁰

K1000T

KAY ARTIST MODEL—for the discriminating player. Designed in conjunction with several outstanding players—this is a "solid" instrument for real banjo tone and feel. Resonator is of laminated select curly maple, both edges heavily celluloid-bound. Hard rock maple neck with steel reinforcing rod. Celluloid-bound rosewood fingerboard with hand-inlaid block position markers, 28 brackets. Chrome-plated cast flange and tension hoop. Adjustable tailpiece with hinged cover. Engraved arm rest and headpiece. Geared machine heads for precision tuning. Deluxe non-slip fifth string peg. Professional calfskin head.

K1000T (shown) Kay Artist Model, tenor banjo. **\$165.00**

K1000 As above, but 5-string model. **\$165.00**



\$97⁵⁰

K52

KAY PROFESSIONAL MODEL BANJO—Laminated mahogany shell and resonator, both edges bound in white celluloid. Celluloid-bound fingerboard with inlaid markers. Hard "rock" maple neck. Nickel-plated cast flange. 20 brackets. Heavyweight cast nickel-plated tension hoop. Wood arm rest. Good quality calfskin head. Natural brown mahogany finish, beautifully hand-rubbed and polished.

K52 (shown) Kay Professional Model banjo, 5-string. **\$97.50**

K52T As above, but tenor model. **\$97.50**



\$64⁵⁰

K54T

KAY DELUXE MODEL—with resonator. The resonator is of laminated, crack-proof maple, the edge is celluloid-bound. Maple shell and neck. Shaded brown finish with golden highlight on resonator. 16 nickel-plated brackets. Calfskin head. Adjustable tension pegs.

K54T (shown) Kay Deluxe Model, tenor banjo. **\$64.50**

K54 As above, but 5-string model. **\$64.50**



\$54⁵⁰

K53

KAY "LEADER" BANJO—a good quality banjo at a price you'll like. Maple shell and maple neck in a rich dark brown finish. 18 nickel-plated brackets, stainless steel tension hoop. Calfskin head. Adjustable tension tuning keys.

K53 (shown) Kay "Leader" Banjo, 5-string model. **\$54.50**

K53T As above, but tenor model. **\$54.50**

craftsmanship

Kay craftsmanship involves experience (since 1890!) . . . fine materials . . . meticulously used . . . beautifully finished. Craftsmanship takes time, but the results are well worth it. You'll see what we mean—
in every single Kay!

KAY
ARCHED
GUITARS



\$79⁹⁵

K8950

KAY "MASTER CUTAWAY" MODEL—features full master size (17 x 42") . . . many professional features . . . and a new low price, too! Selected spruce top, laminated curly maple back and sides, celluloid-bound edges. Slim, steel-reinforced neck. Celluloid-bound, oval rosewood fingerboard with nickel silver frets. Adjustable rosewood bridge. Shaded mahogany finish with golden highlights, beautifully hand-rubbed and polished to a deep gleaming luster.
K8950 Kay "Master Cutaway" Model, **\$79.95**



\$44⁹⁵

K6845

THE MERCURY ARCHTOP GUITAR—A real dazzler with a beautiful polished finish and it has a good tone, too. The fully arched crackproof body is of laminated maple. The top and back edges are bound with celluloid. Oval rosewood fingerboard, inlaid position markers. Slim steel reinforced neck. Adjustable rosewood bridge. Large celluloid guard-plate. Hinge tailpiece. Polished, shaded brown finish with sunburst on top and back.
K6845 Super Auditorium size—41" x 15½", **\$44.95**



\$59⁹⁵

K6838

KAY DELUXE ARCHTOP GUITAR: a beauty to look at and a delight to play! Arched spruce top, laminated curly maple back and sides—hand-rubbed and polished shaded brown finish, with golden sunburst on top and back. Has slim, steel-reinforced neck . . . celluloid-bound rosewood fingerboard . . . six hand-inlaid pearlette position markers. Heavy celluloid-bound edges, with extra inlay on top edge. Nickel-plated deluxe tailpiece. Adjustable rosewood bridge.
K6838 Kay Deluxe Arched Guitar, **\$59.95**



\$52⁰⁰

K6836

KAY BIG VALUE LEADER; pro features—at a top-value price! Spruce top and laminated maple back and sides, celluloid-bound edges. Hand-rubbed and polished shaded walnut finish, with large sunburst. Slim, steel-reinforced neck, of course. Adjustable rosewood bridge. Celluloid-bound rosewood fingerboard. Super-auditorium size, too!
K6836 Kay Big Value Leader, **\$52.00**

In the Kay selection you'll find instruments for the beginner, amateur, hobbyist and professional . . . rich or poor . . . leader or accompanist . . . for one who likes the modern electric sounds, rich acoustic tones— or a mixture of both. **There's a guitar for every taste and every purse in the Kay selection!**

selection



\$59⁹⁵

K6437

KAY ALL-MAHOGANY ARCHED GUITAR—one of our most popular models is this super-auditorium, arched guitar. It has laminated genuine mahogany top, back and sides—hand-rubbed and polished in a natural, shining reddish-brown. The slim, all-mahogany neck is steel-reinforced. Celluloid-bound oval rosewood fingerboard. Heavyweight celluloid binding on top and back edges. Deluxe machine heads with built-in covers.

K6437 Kay All-Mahogany Arched Guitar. **\$59.95**



\$42⁸⁸

K8858

KAY "MASTER VALUE LEADER"—another Kay first! A big master-size (42x17") guitar for a very small price! Laminated, guaranteed crack-proof, all-maple body . . . slim, steel-reinforced neck . . . hard "rock" maple fingerboard, with inlaid markers . . . big celluloid guardplate. Also, a nickel-plated trapeze-type tailpiece, adjustable bridge and good quality strings.

K8858 Kay "Master Value Leader". **\$42.88**



\$36⁰⁰

K6858 or K6868

KAY STYLE LEADER—this is one of the best sellers . . . and best-playing instruments in the line! Fully arched, laminated, crack-proof maple body . . . large, super-auditorium size . . . large tone . . . slim, steel-reinforced neck. Also has adjustable bridge, celluloid guard plate.

K6858 Shaded reddish brown with golden sunburst. **\$36.00**

K6868 Honey blonde with attractive graining. **\$36.00**



\$39⁵⁰

K6833

KAY SUPER-AUDITORIUM SPECIAL. Big in size . . . big on tone . . . and easy to play! Guaranteed crack-proof, laminated all-maple body—with spruce-grained top, and curly-maple grained back and sides. Wide celluloid-bound edges. Slim, steel-reinforced neck. Genuine walnut fingerboard with inlaid markers. Lustrous shaded walnut finish, with golden sunburst.

K6833 Kay Super-Auditorium Special. **\$39.50**

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 faulty within this period will be repaired or replaced at no charge.

KAY ELECTRIC MANDOLINS, AND MANDOLINS



\$99⁵⁰

K390

KAY PROFESSIONAL ELECTRIC MANDOLIN—for the discriminating player who wants the ultimate in true mandolin tone. Has fully adjustable, powerful hi-fi magnetic pickup unit with separate tone and volume controls . . . detachable cord. Beautiful Venetian shape with a spruce top, curly maple back and sides . . . celluloid-bound edges. Celluloid-bound rosewood fingerboard with inlaid pearlette markers. Shaded mahogany finish with golden highlights, hand-rubbed and polished to a beautiful luster. **K390** Kay Professional Electric Mandolin. **\$99.50**



\$59⁹⁵

K494

KAY ELECTRIC MANDOLIN—has magnetic pickup unit with separate tone and volume controls. Fully arched, laminated all-maple body. White striped edges. Adjustable bridge. Celluloid guardplate. Shaded dark brown finish with sunburst. An outstanding value at its price! **K494** Kay Electric Mandolin. **\$59.95**



\$26⁰⁰

K460

KAY STUDENT MODEL—an outstanding value, in a fine instrument that makes learning fun—and easy! Fully arched laminated body. Shaded finish, with golden highlights. Perfect for students and studios. **K460** Kay Student Model. . . . **\$26.00**



\$36⁰⁰

K64

KAY VALUE SPECIAL—fully arched, laminated all-maple body, with white striped edges. Adjustable bridge, white celluloid guardplate. Inlaid markers. Nickel-plated tailpiece. Good quality strings. Size is 26 $\frac{1}{2}$ " x 10 $\frac{1}{2}$ ". Shaded dark brown lustrous finish, with golden highlights. **K64** Kay Value Special. . . . **\$36.00**



\$49⁹⁵

K68

KAY CONCERT MANDOLIN: select, close-grain spruce top, with genuine mahogany back and sides. White celluloid-bound top and back edges. Genuine rosewood fingerboard with nine inlaid position markers, professional frets. Natural white spruce top, brown mahogany back, sides and neck—hand-rubbed and polished to a beautiful luster. Popular "pear" shape, 26 $\frac{1}{2}$ " long, 10 $\frac{1}{2}$ " wide. **K68** Kay Concert Mandolin. . . **\$49.95**



\$65⁰⁰

K70

KAY VENETIAN-SHAPE MANDOLIN—select, close-grained spruce top and choice, curly maple back and sides . . . hand-rubbed and polished shaded reddish brown finish, with golden sunburst. Celluloid-bound rosewood fingerboard with hand-inlaid pearlette block position markers. Heavy white celluloid binding on top and back edges. Two-section nickel-plated tailpiece with removable cover. Large size: 26 $\frac{1}{2}$ " long, 10" wide. Deluxe machine heads with built-in covers. **K70** Kay Venetian-Shape Mandolin. **\$65.00**