



# KOOL KLASSIC KOLLECTION COMING SOON

## JAZZ II ELECTRIC GUITARS

### K775V Jazz II Double Cutaway Electric Guitar

3 Finishes: K775VS-Ice Tea Sunburst, K775VB-Blonde, K775VBK-Black

The Jazz II has a 15-inch wide thin hollow body with a rosewood fingerboard with shark fin inlays, Grover tuners, Bigsby Style Tremolo and two single coil pickups.

## JAZZ SPECIAL ELECTRIC BASS GUITARS

### K5970V Jazz Special Electric Bass Guitar

2 Finishes: K5970VBK-Black, K5970VB-Blonde

The Jazz Special Bass has a unique 31" scale neck, double cutaway chambered hollow body and features a single coil pickup, rosewood bridge and fingerboard. The Kay Jazz Special Electric Bass Guitar has been the most coveted Kay model by collectors and is very rare.

## UPBEAT GOLD LINE ELECTRIC GUITARS

### 2 and 3 Pickup 17-inch Upbeat Electric Guitar

Single cutaway archtop, 17-inch wide, maple body, rosewood fingerboard with pearloid block inlays starting at the 3rd fret, rosewood bridge, closed back, individual Kluson tuners with metal buttons, and large scalloped pickguard.

### K8990V 2 Pickup Electric Guitar,

3 Finishes: K8990VS-Sunburst, K8990VB-Blonde, K8990VBK-Black

### K8995 3 Pickup Electric Guitar,

3 Finishes: K8995VS-Sunburst, K8995VB-Blonde, K8995VBK-Black

## BARNEY KESSEL GOLD LINE JAZZ ELECTRIC GUITAR SERIES

### Barney Kessel Pro

A smaller size 13-inch semi-hollow body Jazz Guitar

### K1700V 2 Pickup Pro Electric Guitar,

3 Finishes: K1700VS-Sunburst, K1700VB-Blonde, K1700VBK-Black

### K1701V 1 Pickup Pro Electric Guitar,

3 Finishes: K1701VS-Sunburst, K1701VB-Blonde, K1701VBK-Black

### Barney Kessel Artist

An intermediate size 15 1/2-inch semi-hollow body Jazz Guitar

### K6700V 2 Pickup Artist Electric Guitar, 2 Finishes: K6700VS-Sunburst, K6700VB-Blonde

### K6701V 1 Pickup Artist Electric Guitar, 2 Finishes: K6701VS-Sunburst, K6701VB-Blonde

### Barney Kessel Jazz Special

The flagship of the Gold Kay line! 17-inch semi-hollow body Jazz Guitar

### K8700V 2 Pickup Jazz Special Electric Guitar,

3 Finishes: K8700VS-Sunburst, K8700VB-Blonde, K8700VBK-Black

### K8701V 1 Pickup Jazz Special Electric Guitar,

3 Finishes: K8701VS-Sunburst, K8701VB-Blonde, K8701VBK-Black



# Kay

## the essence of KOOL...

**“Raw!”**  
**“Gutsy”**  
**“Bluesy”**

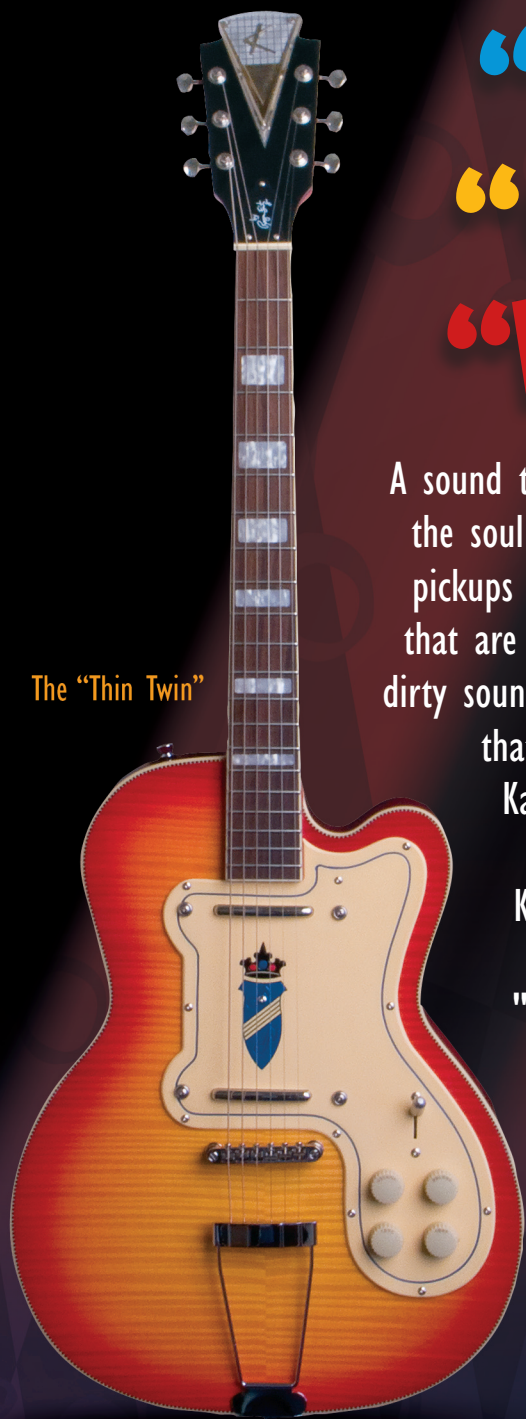
A sound that comes from deep down inside the soul of this Kay guitar. Special Blade pickups gives it those sharp biting notes that are the right combination of a clean dirty sound. Finally achieve a natural sustain that hangs with rich overtones.

Kay Vintage Reissues reek of classy kitsch!

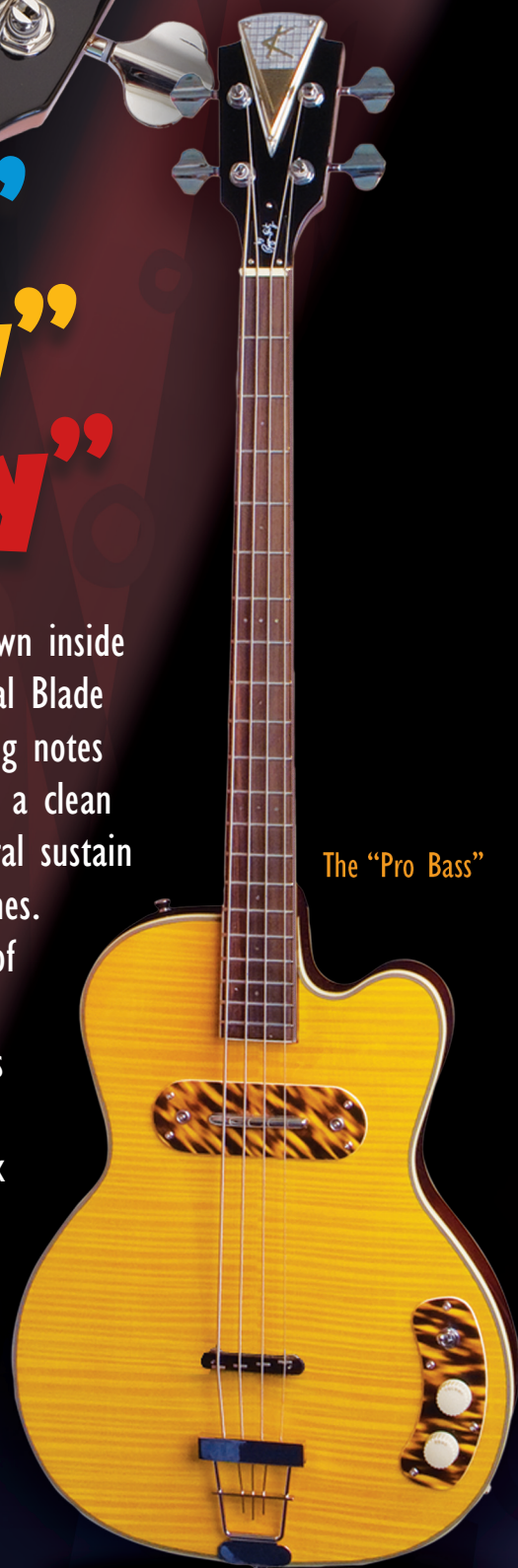
Kay's Vintage Reissue bears the distinctive "Kel-von-a-tor" head stock that distinguishes this instrument from others.

The sound that says "The Blues morphing into Rock".

The "Thin Twin"



The "Pro Bass"



**Touch Me! Feel Me! Play Me!**



# Kay Kel-von-a-tor

The KI61 Kay Thin Twin Electric Guitar was originally introduced in 1952 and was known as the “Jimmy Reed” or “Howlin’ Wolf” model. The Thin Twin was the first guitar to be able to create that unique blues sound from the special interior Kay bracing which made this instrument a favorite among blues players and both emerging and famous rockers of the 50’s and 60’s. The name “Thin Twin” referred to the two blade pickups, providing a clean, sharp biting sustaining sound unlike any instrument made. The Thin Twin’s hollow body chamber parallel bracing produces that “Gutsy-Bluesy-Raw” sound, creating a clean natural distortion without feedback.



## Thin Twin Electric Guitar

### Unique Kay Vintage Reissue Features

**Colors Available:** Blonde, Cherry Red Sunburst and Black

**Body:** Single cutaway, tone chambered, hollow body acoustic type, with special feedback-resistant bracing. Parabolic arched maple back, maple sides, 3-ply curly maple top

**Purfling:** Multi-ply checkerboard celluloid binding

**Neck:** Set one-piece straight-grained Canadian Maple with single-ply binding, 20 medium nickel-silver frets and 6 block pearloid inlays

**Fingerboard:** 26" scale rosewood fingerboard with 12" radius

**Tuning Machines:** Vintage style, 3 on a side

**Bridge & Tailpiece:** Chrome individual saddle style mounted bridge with height adjustment thumbwheels and chrome trapeze tailpiece

**Electronics:** 2 chrome Thin Twin single coil blade pickups, individual volume controls, 2 individual tone controls, 3-way toggle selector with baseball bat style switch cap, 4 cupcake knobs, side mounted output jack

**Pickguards:** Black and Cherry Red Sunburst have single-ply cream color with crest logo and the Blonde model has tiger stripe tortoise shell

**Top Nut:** 1-<sup>11</sup>/<sub>16</sub>" Bone

**Headstock:** Original gold "K" chevron displaying 3-D raised "Kel-von-a-tor" style emblem

**Finish Coat:** High-gloss polyester protective polymer

**Case:** Kay vintage hardshell case included



Did You Know...

Kay, In 1928, was the First American Guitar Company to Produce Electric Guitars!



# Vintage Releases

The K162 Kay Electronic Bass Guitar. *"It's held like a guitar, played like a guitar, but sounds like a Big Upright Double Bass".* The Kay Pro Bass has the volume and bite of an electric guitar, but when plucked softly, sounds like an upright bass. Solo and rhythm effects are unlimited allowing color and tone open to your imagination. Get that unique Chicago style jazzy blues sound from the semi-hollow unique Kay body chamber design and single coiled blade pickup. The special dual capacitor switch is used for putting the bass into overdrive. When you flip the switch, it cuts the high range and adds additional punch and deep tone of a Standup Bass. The K162V Electric Bass Guitar includes a hardshell case to fit.

## Pro Bass Electric Guitar

### Unique Kay Vintage Reissue Electronic Pro Bass Features

**Colors Available:** Blonde, Honey Sunburst and Black

**Body:** Single cutaway, tone chambered, hollow body acoustic type, with unique Kay feedback-resistant bracing. Parabolic arched maple back, maple sides and 3-ply curly maple top

**Purfling:** Multi-ply black and white celluloid binding

**Neck:** Set one-piece Canadian Maple straight-grained neck, 20 jumbo nickel-silver frets and small abalone dot fret position marker inlays

**Fingerboard:** 31" scale rosewood fingerboard with 12" radius

**Tuning Machines:** Wilkinson, 2 per side, medium cloverleaf button

**Bridge & Tailpiece:** Stud mounted rosewood bridge with adjustment thumbwheels, chrome trapeze tailpiece

**Electronics:** One chrome single coil blade pickup, individual volume and tone controls, a special tandem capacitor switch for cutting high frequency response, cupcake knobs and side mounted output jack

**Plates:** Blonde and Honey Sunburst have tiger stripe tortoise shell color pickup cover and control cover plates. Black version has cream pickup cover and control cover plates

**Top Nut:** 1-1/2" Bone

**Headstock:** Original gold "K" chevron displaying the 3-D raised "Kel-von-a-tor" style emblem.

**Finish Coat:** High-gloss polyester protective polymer

**Case:** Includes hardshell custom fit case at no charge



### About the Luthier

In addition to having managed Gibson's **Dobro** manufacturing in Nashville, Roger Fritz was the production supervisor for **Gibson's Bluegrass** division. Roger started Fritz Brothers Guitars, making custom-crafted, handmade guitars for George Harrison, The Rolling Stones, Aerosmith, and other top musicians. Fritz discovered the unique sound of 1950s Kay guitars and basses and crafted these exclusive Kay features into his own custom instruments.

Fritz Brothers Guitars has partnered with **The Kay Guitar Company** to oversee the construction of the Kay Vintage Reissue Series. The truss rod cover of both the K161 Twin Thin and K162 Pro Bass will display the Roger Fritz signature. **Fritz Brothers Guitars** in Mendocino, California, is the sole USA builder of the Custom Shop Limited Edition Kay Vintage Reissues.

