



MARK SIMPKINS AND Ken Whitmore, co-owners of vintage guitar shop Guitarted, take a break for a quick jam session Thursday afternoon. The shop relocated last week from 17th and O to 718 O Street in the Haymarket. HEATHER GLENBOSKI/DN

# Classic Rock

## Entrepreneurs turn hobby into vintage guitar business

BY CHRISTOPHER HEINE  
Staff writer

The first thing that strikes you about Mark Simpkins' and Ken Whitmore's new vintage guitar store is not the beautiful antique inventory.

It's the name — Guitarted. According to Webster's Dictionary, the verb, to retard, means to hinder, delay or slow the advance progress of.

Simpkins and Whitmore, with their love of electric guitars and amplifiers made in years long past, say they had raw syntax

and phonetic silliness in mind when they named their business, and not the insensitive, junior-high slurry version of the Latin-rooted word.

Simpkins wants the store to portray a carefree attitude. He and Whitmore picked up the goofy name from a local musician.

"The drummer from Self-Righteous Brothers said he wanted to found a band starring 15 guitarists and call it 'Guitarted,'" Simpkins said.

Whitmore said the quirky name should resonate to a wide range of customers.

"Our store is for both collectors and players," he said. "We want this place to be

a fun place to come into."

That's not to say that the store doesn't take its vintage equipment seriously. Its owners have been restoring, selling and buying classic rock 'n' roll devices all through their adult lives.

Simpkins talks with the opinionated expertise one would expect from a guy who lives and breathes music. He moonlights as sound man at the Zoo Bar when not at the shop, now relocated at 718 O St.

"I don't think there have been any recent improvements as far as guitars are

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# Copperfield mesmerizes Omaha

Orpheum Theater brings popular magician's tricks, illusions to Midwest in two shows on Monday night.

BY DIANE BRODERICK  
Staff writer

To most, David Copperfield epitomizes the cheesy television special.

He made the Statue of Liberty disappear. He walked through the Great Wall of China. He was severed with the "deathsaw" and then reversed time to make his body whole again.

Copperfield is the master of illusion — and excess. But his shtick, which he will showcase tonight during two shows at Omaha's Orpheum Theater, is widely accepted and admired.

Copperfield's illusions, usually

doused with plenty of colorful lights and smoke and a dramatic flair, have been seen more than any other magician's in the world.

And he is the only living magician with a star on the Hollywood Walk of Fame.

Amazingly, Copperfield ranks higher (sixth) on Forbes magazine's list of highest grossing entertainers than Madonna or Arnold Schwarzenegger.

During tonight's shows, Copperfield will invite the audience to participate in his performance. Thirteen audience members will be randomly selected to disappear through the magic of illusion.

In another illusion, two audience members will be levitated.

Copperfield will also walk through the rotating blades of an industrial fan and will perform his "Flying" and "Cocoon" illusions.

As he continues creating and perfecting new illusions to captivate audi-

### Culture The Facts

**What:** David Copperfield  
**Where:** Orpheum Theatre, 409 S. 16th St., Omaha  
**When:** 6 p.m. and 9 p.m. tonight  
**Cost:** \$42.50  
**The Skinny:** Master of illusion brings bag of tricks to Omaha

ences, it is obvious that Copperfield's craving to break new ground hasn't wavered.

"If I am in the impossible business, and I am, then I want to go beyond impossible," Copperfield said in a biography.

Despite the feeling that his success is the most impossible thing about him, it seems inevitable that it will continue.



MATT HANEY/DN