

Guitarted houses vintage guitars, amplifiers

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concerned," he said. "I just think the coolest styles are from 40 years ago."

Guitarted is a small, brick-walled, two-room venue with more than 30 guitars hanging from the walls that represent a wide range of styles, years and market worth.

While the business specializes in \$200 Silvertone models of the 1960s and '70s, its showroom does offer a \$6,000 1956 Gretsch 6120.

Simpkins said he wants the cozy store, which is decorated with old, silk-screened concert posters, to be for people of all incomes.

"This isn't the type of place where a guy has to walk in with \$20,000 in his pocket," Simpkins said.

Whitmore and Simpkins talk in a financially astute, blue-collar manner that marks the pair as being anything but pretentious.

He said Guitarted "is not an antique museum where people just come in to look."

The two back up the working-class sentiment with their belief that guitars

are better off played than being displayed.

"There's nothing that makes us more sick than a place with these \$20,000 to \$40,000 guitars on display and they're like 'Don't touch 'em, they're not for sale,'" Simpkins said. "It's seems like such a bunch of show-off crap. Everything we have in here is for sale."

Guitarted was originally located in the upstairs of a now-defunct vintage clothing store on 17th and O streets.

Whitmore said he and his partner spent the last half of February working on the relocation of their store to the gentrified Haymarket District.

Simpkins said the new venue in the more rustic architectural environment makes good accompaniment for the nature of his store. The up-and-coming financial district doesn't make bad business sense either.

"The foot traffic alone makes the move worth it," he said. "And it doesn't hurt that the city is hell-bent on making this area the new downtown."

No matter what part of town it's in, Guitarted would be the only store of its

kind in Lincoln. While pawn shops and most retail music shops sell used product, Simpkins said, his store is the only business in town to specialize in vintage guitars and amplifiers.

He and Whitmore had operated as team owners at the old location for only a year. However, this is old business for the two entrepreneurs. Both have been peddling used guitars and amplifiers out of their respective basements for years.

Fortunately, the pair didn't get lost in a time warp while relishing their work with vintage equipment. With the advent of Guitarted, the store's merchandise not only found a business space, but a cyber one as well.

Simpkins said the store has had a World Wide Web site since its inception, and called it an "ideal tool for vintage sellers."

"What's really nice about it is that I can sell a guitar in San Francisco or New York without having to pay the overhead for renting a space there," Simpkins said.

He said the low-rent luxury of Nebraska allows the store to have lower

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MARK SIMPKINS
co-owner of Guitarted

prices than most of Guitarted's Web competition, which leads to more sales.

Simpkins said in the store's short existence, its display stock has risen from "having \$50 in the bank and 10 guitars to more than 30 guitars and quite a bit more money."

That initial success seems to have Whitmore feeling happier, because prior to Guitarted, he had to work at local music shops to supplement his basement earnings. But not any more.

"It's nice because now my hard work restoring or buying guitars isn't making someone else money," he said. "Now I'm getting paid for it."

Simpkins, on the other hand, has been living off his basement work for more than a decade.

He said he has always enjoyed the busy work of finding guitar equipment.

"There's a thrill on the pursuit of collectibles," Simpkins said. "And the people you meet end up being more interesting than the guitar you're looking for."

"It's all about being able to do something you enjoy for a living."

One thing is for sure, Simpkins said, Guitarted isn't looking to offend the concerns of the mentally challenged.

And so far, to Whitmore's knowledge, they haven't.

"We've probably had 250 people say 'That's the greatest name I've ever heard,'" Whitmore said. "And absolutely zero complaints."

200s For Sale

- 205 Bicycles
- 210 Books
- 213 Clothing
- 216 Computers
- 220 Furniture
- 230 Jewelry
- 240 Miscellaneous
- 250 Pets
- 255 Photo Equipment

265 Stereos & TVs
270 Ticket Exchange
290 Vehicles

300s Services

- 300 Adoption
- 305 Alterations/Sewing
- 310 Automotive
- 320 Bridal
- 338 Employment

340 Entertainment
348 Hairstyling
350 Health/Fitness
355 Instruction/Tutoring
365 Legal Services
370 Miscellaneous
378 Pregnancy
385 Rentals
388 Tanning
390 Tattooing
395 Typing/Resumes

400s Housing

- 400 Roommates
- 410 Housing Wanted
- 420 Rooms for Rent
- 430 Houses for Rent
- 440 Duplexes for Rent
- 450 Apartments for Rent
- 460 Summer Housing
- 470 Mobile Homes
- 490 Homes for Sale

500s Jobs

- 500 Help Wanted
- 510 Child Care
- 520 Work Study
- 530 Summer Jobs
- 540 Internships
- 555 Business Opportunities

600s Notices

600 Rides
603 Spring Break Trips
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