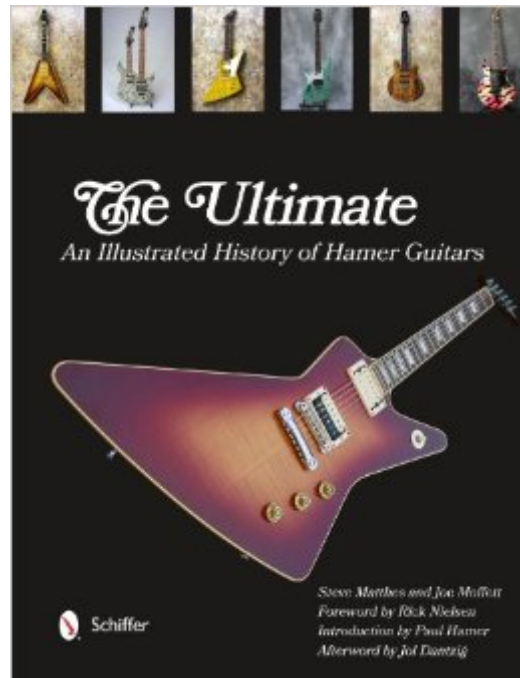


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# The Ultimate Hamer Guitars: An Illustrated History



## Synopsis

Through 390 images, this book tells the story of what is often regarded as the first boutique guitar builder. Presenting a lavishly illustrated text with many never before published photos and drawings, see how Hamer rose from humble origins to compete with the giants of American guitarmaking.

## Book Information

Hardcover: 176 pages

Publisher: Schiffer Publishing, Ltd. (July 28, 2013)

Language: English

ISBN-10: 0764343521

ISBN-13: 978-0764343520

Product Dimensions: 8.6 x 0.9 x 11 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #887,278 in Books (See Top 100 in Books) #49 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Performing Arts](#) #2571 in [Books > Arts & Photography > Music > Instruments > Guitar](#)

## Customer Reviews

A time capsule for those who used to go to their locally owned guitar shop, "hang out" or just make a purchase. This book is filled with memories and photographs of the first "Custom Shop" Guitar Manufacturer. Others may have come along and built a better mouse trap however Paul Hamer and Jol Dantzig did it first. For those that go to the Vintage Guitar Show Circuits, you already know about Hamer USA guitars. As another reviewer already stated; "actually does justice to the legacy of the first boutique guitar company." I highly recommend you brew up a pot of Korina Coffee and take a few hours to view the photographs and read the stories. This is a bonus for Cheap Trick and Rick Nielsen fans as the foreword is by one of the original guitar collectors in the world and Hamer Endorser Rick Nielsen.

If you are a guitar player, guitar lover, guitar builder or historian, this book is an essential read! The Ultimate Hamer Guitars: An Illustrated History provides the reader with a rich history of the Hamer brand and the team of individuals who grew this humble brand into one of the most respected manufacturers of boutique guitars in the world. There is no shortage of breathtaking pictures, all of which illustrate the deep talent involved in creating some of the most wide-ranging and beautiful

guitars ever built. Indeed, *The Ultimate Hamer Guitars: An Illustrated History*, much like the brand it details so thoroughly, is a true masterpiece and is a valuable, informative publication for any guitar enthusiast.

This is a long awaited book written by a man who's talked to the people who were there in the beginning, the artists who plays the guitars and the people who built the instruments. Steve Matthews has for years collected data for his serial number registry on every Hamer guitar and bass being built. He also owns a very fine collection of instruments himself. So we know that what is written about the Hamer history in this book is very well researched, as data and information have been collected for over 15 years. The pictures are of highest quality and the selection of instruments on display in the book are some of Hamer's finest. We get to see and read about custom built guitars for the big stars. And the book is filled with great pictures and information about just about every Hamer model ever made, from the earliest Sunbursts and Specials to the later Monacos and Talladegas. There is great information about how well Hamer built their instruments, how they never spared on the details - and how it was more important for them to make the greatest instruments than to always make the smartest business moves. It's a tale of one of America's greatest smaller guitar companies and it's a tale of how the music scene of the 70's evolved into the 80's, and later the 90's and a new century. Hamer was the first custom guitar shop. There is a lot of legacy in this book. It's a great read, even if you don't (yet) own a Hamer guitar.

For years, there has been far too little accurate information - and frankly, a great deal of faulty myth and speculation out there - about this great guitar brand. As a player and collector of HAMER Guitars for more than three decades, it is great to finally see a reference work that actually does justice to the legacy of the first boutique guitar company. The authors have clearly dedicated much time and care interviewing the innovative founders, shop guys, artists and people who "were there". This volume also compiles the coolest collection of archival photos, catalog and promotional materials, and the most drool-worthy collection of legendary and classic HAMERs anywhere. This is definitely the "New Classic" in guitar reference books!

I don't think this effort to detail the Guitars and the (high level) story of the company could have been told any better. Steve and his brother continue their commendable effort via social media to keep the Hamer line alive despite the fact that Hamer as a retail line is not currently in production.

Like guitars? Like history? Like beautiful works of art? THEN BUY THIS BOOK! I'm not kidding. Anyone can appreciate the contents of this book from the beautiful pictures (if you don't like to read), to the multiple history lessons (if you don't like pictures).

I am not much of a reader but owning a few Hamer guitar made me want this book. Great story and awesome pictures of some great guitars and the advertising. I did read the book and enjoyed it. Pictures of every model of the guitars they produced made me want more Hamer guitars. Maybe I'll hit the lottery someday! Until then I'll enjoy the ones I own and this beautiful book.

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