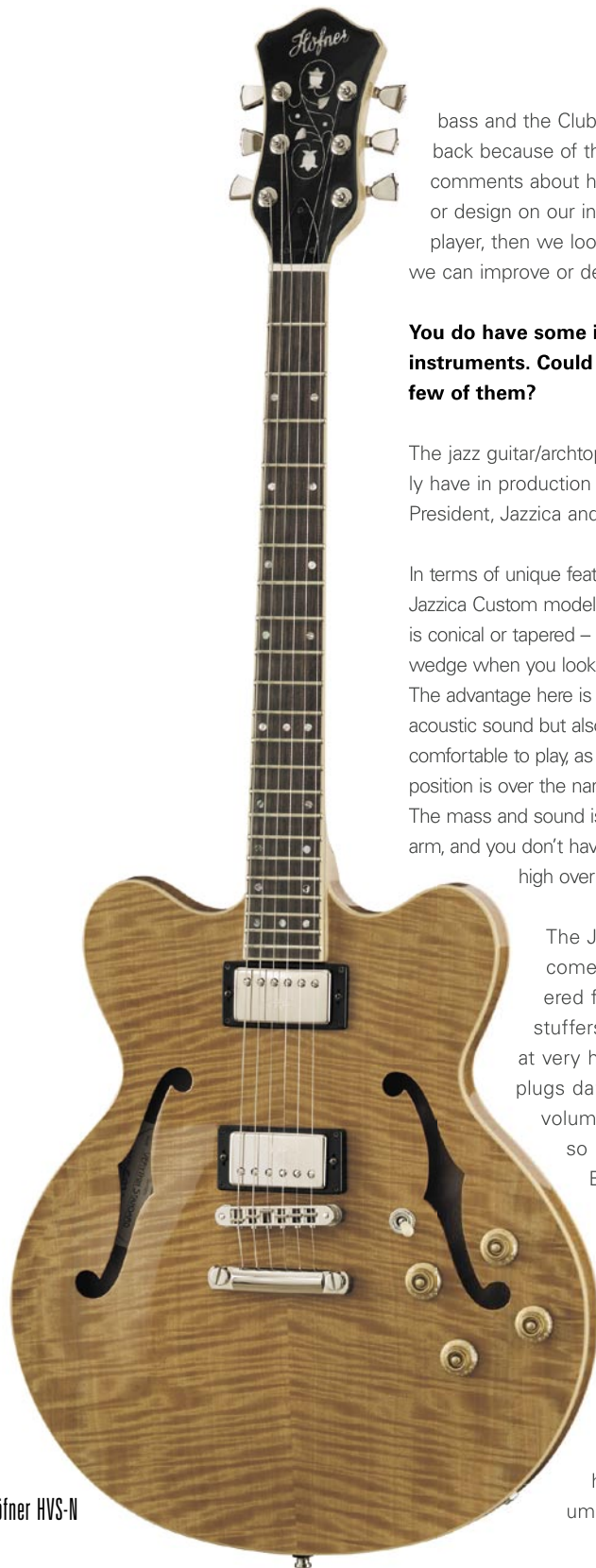


Höfner HVS-II



bass and the Club guitars were brought back because of this reason. If we hear comments about how a certain feature or design on our instrument benefits a player, then we look at it and see where we can improve or develop it further.

**You do have some incredibly unique instruments. Could you tell us about a few of them?**

The jazz guitar/archtop models we currently have in production are the Verythin JS, President, Jazzica and Chancellor models.

In terms of unique features, take a look at the Jazzica Custom model. The side of the body is conical or tapered – it sort of looks like a wedge when you look at it from the side. The advantage here is it keeps the optimal acoustic sound but also makes the guitar very comfortable to play, as the right arm in playing position is over the narrow part of the body. The mass and sound is still there behind your arm, and you don't have to raise your arm up high over the normal big boxes.

The Jazzica Custom also comes with ebony-covered foam soundhole stuffers so it can be played at very high volumes. These plugs dampen the acoustic volume and bass response so it can be turned up.

Bobby Broom, for example, leaves one plug in and the other out on stage, so that you can still hear the acoustic sound; one plug controls enough of the feedback for his sound and volume level.



*The Verythin JS model is very popular today with many jazz artists. It is indeed very thin – only a little over one-inch deep at the sides. It has a solid spruce sustain block inside that is fitted and hand-carved. When plugged in, the end result is a real jazz sound with a lot of sustain and overtones, without the feedback issues.*

**In 120 years, how has the philosophy at Höfner evolved – or has it changed?**

No, not really. This is a family business and customer service is very important to us. Even though Höfner is the largest stringed-instrument maker in Germany, we still have a small business approach. We try our best to offer the best value and highest quality instruments that are special and unique without copying the standard trends. We don't want to develop something just because it looks different but lacks sonic function or benefits to the player. There is a purpose and a place for each model.

**What does the future hold for Höfner?**

Hopefully another 120 years! I think Höfner has many opportunities with a rich history and strong brand name. It will be fun to keep spreading the word with all of our current and exciting up-and-coming instruments, and we look forward to recreating some of our other historic reissue models.



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