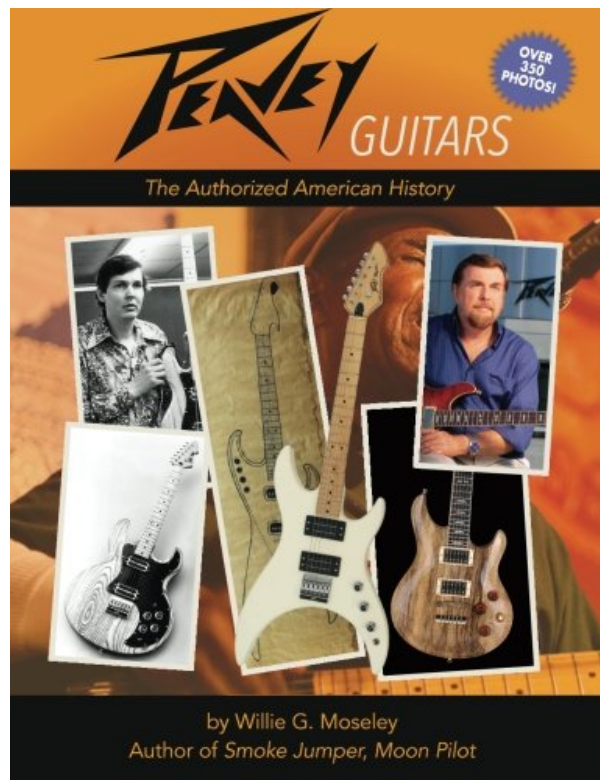
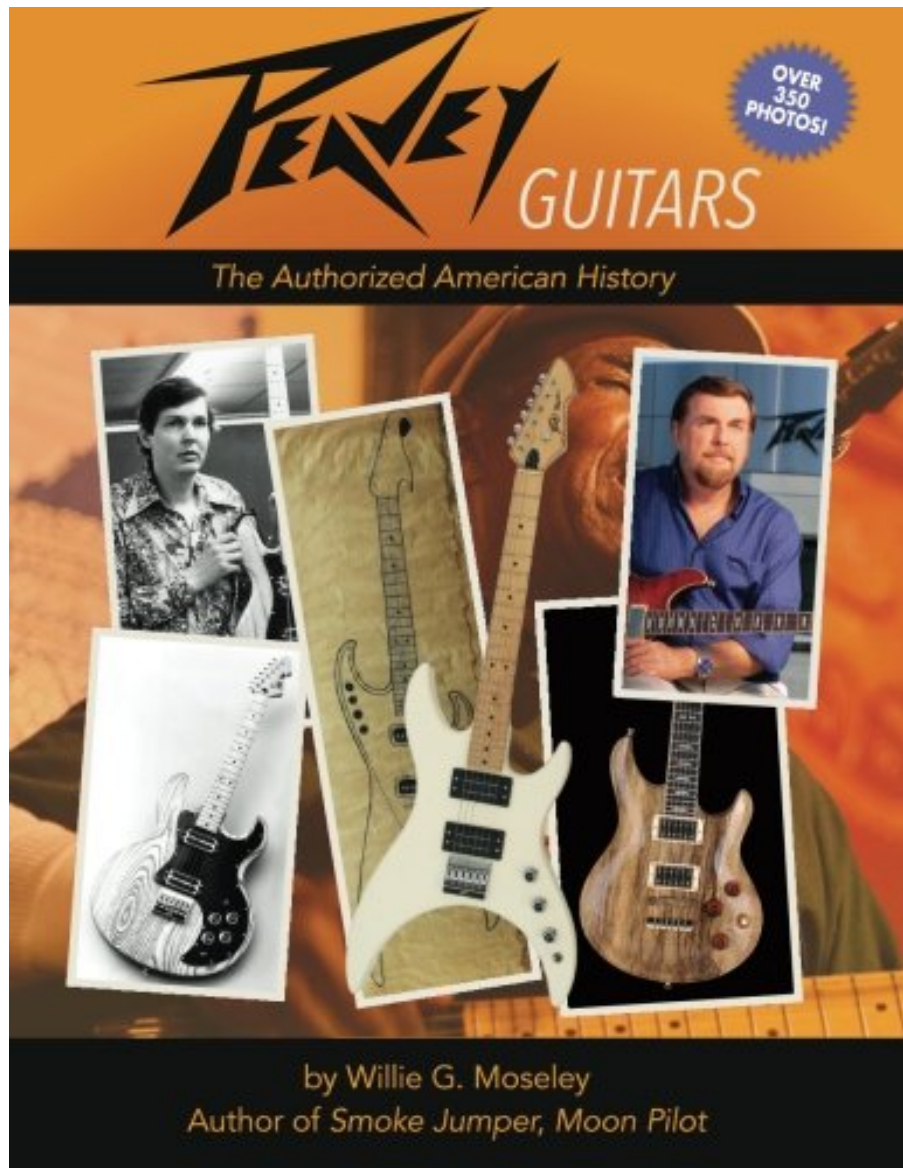


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Let's tell it like it was: By the late 1970s, the Peavey Electronics Corporation was already respected among working musicians for its well-made, reasonably-priced amplifiers and P.A. systems. Then Peavey proceeded to turn the electric guitar-manufacturing business upside down when the company introduced its T-60 guitar and matching T-40 bass. High-quality instruments with innovative circuitry that evoked unique sounds, the T-60 and T-40 quickly carved out an impressive share of the guitar market. Moreover, the T-60 had a suggested list price that was less than half of the price of the models with which Peavey intended to compete... and Peavey's list price included a case, while the list price of the competing models didn't. This is the story of a group of Mississippi mavericks, led by Hartley Peavey and Chip Todd, and their quest to develop stringed instruments that were as durable, functional and popular as Peavey amplifiers. It's a definitive American success story, and it's only one part of the Peavey legend.

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- Dimensions: 11.00" h x .60" w x 8.50" l, 1.37 pounds
- Binding: Paperback
- 266 pages

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Peavey Guitars book review

By Amazon Customer

Fascinating account of Peavey's innovative guitars. I owned a couple of T60's back in the late '70's, and it was interesting to read about the development of that model. Both the guitars and the production methods were highly innovative, and the book goes into quite a lot of detail about that. The only reason I gave it 4 instead of 5 stars is that some of the illustrations, especially of Peavey's advertising from the period, are too small to see the ad copy--and there are a few minor typos scattered throughout the book--nothing major, but a little proofreading would have helped. Otherwise I'd recommend this book to anyone who's interested in the history of the electric guitar.

0 of 0 people found the following review helpful.

Excellent read, highly recommended for anyone with any interest ...

By Amazon Customer

As a musician with a keen interest in rock history, and the evolution of its gear, I could not put this book down. Author Willie G. Mosely delivers a well written documentary of the early history of Peavey Electronics and Hartley's decision in 1984 to add his own guitars to his already seemingly endless line of products for the working musician. With the same mantra as made his amplifiers so successful in the marketplace in the mid 60's, "Quality equipment at a fair price, for the working musician," Peavey took on

the "big two," with innovations in product design, production and marketing, drawing the immediate attention of top tier musicians of practically every genre. The research that went into this project is evident, as Moseley takes you virtually step by step throughout the design and production processes, from the original T60 guitar, and T40 bass, through the double-neck customs of the 1990's. Excellent read, highly recommended for anyone with any interest in the history of electric guitars.

Larry Steele

0 of 0 people found the following review helpful.

The Legacy of the Brand

By Jeff Carlisi

This book is the definitive history of the design, development and evolution of the Peavey guitar. From the origins of the T-60 to the Wolfgang, and from the Generation Series to the cutting edge guitars and basses of today; Moseley's in depth research explains the visions and innovations of those who created these instruments. The list of artists is endless! Jerry Reed, Eddie VanHalen, Steve Cropper and Adrian Vandenburg (to name a few) have all created lasting music on a Peavey guitar. That in itself is the legacy. Pick up this book and find out how "just an idea" became a world wide brand.

Jeff Carlisi

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