

THE GUITAR PLAYER'S BIBLE

ISSUE 309

# Guitarist

www.musicradar.com £5.50 November 2008

**GET BETTER NOW!**

BEGINNER  
INTERMEDIATE  
ADVANCED

THE

abcdefghijklmnopghijklmnopqr

# ULTIMATE

# GUITAR LESSON



**50 WAYS TO IMPROVE YOUR PLAYING!**

**PLUS**

Take The  
Guitarist  
Playing Test!  
**WILL YOU PASS?**

Future  
MEDIA WITH PASSION

musicradar.com

NOVEMBER 2008

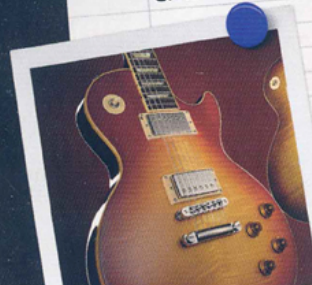
£5.50



**FIRST UK REVIEW!**  
Gibson '08 Les Paul Standard

THE BEST GEAR  
★★★★★  
**FIRST**

Squier Duo Sonic • Gibson  
Melody Maker • Godin xtSA  
Bad Cat BC-50 • Line 6 JM4  
**AND MUCH MORE!**



**QUEEN!**

We go on the road  
with Brian May

**PLUS**  
Lindsey Buckingham  
Trivium  
Martin Taylor  
guest lesson



# Firstplay

PHOTOGRAPH BY JESSE WILD

Guitarist  
THE BEST GEAR  
FIRST



## Joe Rat [www.tylerguitars.com](http://www.tylerguitars.com)

**A**lthough our phones and in-boxes are still in meltdown after our Pimo Your Pacifica feature back in issue 304, we still feel that customising guitars is both big and clever.

This object of desire (or eyesore, depending on which side of the Guitarist office you're sitting) is the Joe Rat, and this bashed-up beauty comes from a most unlikely source: one of the most lauded American guitar builders of recent times, James Tyler.

"Joe was created for a few reasons," says James. "For fun, for a friend to distribute in Japan, and to see if I could create another successful guitar line that wasn't associated with me. I wanted a lower priced guitar that was straight-ahead and portrayed a different attitude. It would be a guitar made by my guys in my shop, but I would never work on it."

"Years ago, I took a stripped-down version of the SE and the Classic to the NAMM show," he continues. "My dealers and

distributors, who were reeling in horror, sat me down and explained to me that it may devalue the more expensive models, that it was going to confuse the customers, and just what the hell was I thinking?"

"At first I didn't agree, but after thinking about it for a while I saw they had a point. Joe is anti everything I have done to this point. With Joe, I reject what I have created with James Tyler Guitars, and make fun of it: it's all about attitude. In Joe's world, there are no 20 space racks, or fantastically cool pedalboards: only a guitar, a 1960 Bassman with a full right-hand sweep, a coil cord and a cigarette."

The Joe range is only available in Japan and, if the overly distressed look of the Rat doesn't appeal, other more sedate models are available. They play almost as well as a full-blown Tyler and sound pretty good too. However, as there are no plans to launch Joe outside of the Far East, Ebay or Ishibashi may be your only hopes.



# Joe Rat

[www.tylerguitars.com](http://www.tylerguitars.com)

**A**lthough our phones and in-boxes are still in meltdown after our Pimp Your Pacifica feature back in issue 304, we still feel that customising guitars is both big and clever.

This object of desire (or eyesore, depending on which side of the Guitarist office you're sitting) is the Joe Rat, and this bashed-up beauty comes from a most unlikely source: one of the most lauded American guitar builders of recent times, James Tyler.

"Joe was created for a few reasons," says James. "For fun, for a friend to distribute in Japan, and to see if I could create another successful guitar line that wasn't associated with me. I wanted a lower priced guitar that was straight-ahead and portrayed a different attitude. It would be a guitar made by my guys in my shop, but I would never work on it.

"Years ago, I took a stripped-down version of the SE and the Classic to the NAMM show," he continues. "My dealers and

distributors, who were reeling in horror, sat me down and explained to me that it may devalue the more expensive models, that it was going to confuse the customers, and just what the hell was I thinking?

"At first I didn't agree, but after thinking about it for a while I saw they had a point. Joe is anti everything I have done to this point. With Joe, I reject what I have created with James Tyler Guitars, and make fun of it; it's all about attitude. In Joe's world, there are no 20 space racks, or fantastically cool pedalboards; only a guitar, a 1960 Bassman with a full right-hand sweep, a coil cord and a cigarette."

The Joe range is only available in Japan and, if the overly distressed look of the Rat doesn't appeal, other more sedate models are available. They play almost as well as a full-blown Tyler and sound pretty good too. However, as there are no plans to launch Joe outside of the Far East, Ebay or Ishibashi may be your only hopes.