SAM MOSS

GUITARIST

1953-2007

Although Sam Moss never became a household name, within the world of indie rock he stood above his peers as a singularly inventive virtuoso on the electric guitar.

Starting as a teen, Moss played in a long series of local bands, endowing each with a stage presence and a mastery of his instrument that commanded attention. The Winston-Salem Journal described him as “a musical sponge who picked up everything and could play anything, seemingly without effort.”

In 1982, Moss sold a rare and valuable Gibson electric guitar and used the proceeds to open Sam Moss Guitars on Burke Street.

For 20 years, Sam Moss Guitars was the unofficial headquarters for the local music scene. Musicians, be they aspiring or established, came to his store for equal doses of advice and inspiration.

The store became the means through which Moss mentored the next generation of guitarists and infused them with his love for music. Moss closed the store in 2003, four years before his premature death at the age of 54.