B.C. Rich
American Made
Guitars
A Living Legend

It’s no secret why many of the world’s most celebrated guitarists go onstage with a B.C. Rich.

To begin with, B.C. Rich produces the world’s most pampered axe.

The mystique associated with B.C. Rich guitars begins with blocks of alder, mahogany, Eastern hardrock, maple, ash and ebony.

At this stage, only a visionary can see the finished guitar hidden within the felled trees. Visionaries like Bernie Rico. That’s the given.

Inlaying mother-of-pearl

Fretting the fingerboard
name of the manufacturing maestro whose company name graces the headstock of his creations: B.C. Rich.

Bernie’s father made his way to the Boyle Heights section of Los Angeles where he opened a custom guitar emporium; where he repaired, rethreaded, refurbished and resuscitated guitars of every conceivable make, model, size and shape.

Bernie watched and learned, picking up the ABC’s of the art, becoming proficient in the shop’s specialty of converting 6-string guitars into 12-string versions.

In addition to repairs, Bernie and his father found themselves making parts for guitars from scratch. Soon they were fashioning entire instruments, incorporating both what they had seen of other manufacturers and adding their own innovations.

In fact, B.C. Rich pioneered the neck-through-body concept, radical designs and onboard electronics.

During the mid-50’s through the mid-60’s, Bernie delved deep into the guitar scene, going to and collecting ideas from performers at clubs all over the West Coast. Today, his worldwide explorations keep him at the cutting edge of guitar innovation.

The result is a fine appreciation of the subtle differences performers expect in their instrument and deep understanding of the nuances of touch that add up to a signature sound.

Manufacturers of everything from autos to violins love to advertise the number of steps required to make their product. The truth is the number of steps is as irrelevant as counting the brushstrokes that go into a fine oil painting. All that matters is the result.

The number of steps aside, this much can be said about each B.C. Rich guitar: craftsmen select every seasoned piece of wood, hand carve and sand each piece. Hand spray layer after layer of DuroRich or lacquer and apply highly artistic detailing. It takes a long time, it takes patience, dedication, and a commitment to excellence.

From rosewood fingerboards to custom inlays, from the wide range of hardware choices and colors to the electronics — B.C. Rich is top of the line.

That’s why when B.C. Rich tells you every last American Made Guitar deemed good enough to leave the shop is the best of its kind, it isn’t an idle boast.

It’s simple truth.

Neal Geraldo of the Pat Benatar Band, David Diamond of Berlin, Nikki Sixx of Motley Crue, Lita Ford of the Lita Ford Band, Paul Stanley of KISS, or any number of others all know a living legend when they feel one.

More than ever, B.C. Rich is dedicated to innovation, superior quality and overall excellence in the coming years.
B.C. Rich “American Made Series” instruments allow the individual guitar player to share in the design of the guitar. Each is hand crafted utilizing the finest materials available. B.C. Rich, the pioneer of neck-thru body construction, offers both bolt-on and neck-thru designs.

All B.C. Rich “American Made Series” instruments are proudly manufactured in the USA.

PICK-UP CONFIGURATIONS

A. Bolt-on  
B. Neck-thru  
C. 

1 Humbucker  
2 Humbuckers  
1 Humbucker 1 single coil  
1 Humbucker 2 single coils  
3 single coils

CUSTOM CHOICES

In a word — UNLIMITED. From real diamond inlays, special colors, unique illustrations, you name it.

Unlimited includes: wood combinations, fingerboards, inlays, neck dimensions, pick-up configurations, electronics and bridge options.

Every member of the B.C. Rich team are highly qualified woodworkers, electronic technicians and marketing people with the guitarists needs and desires firmly in mind.

David Williams  
Wayne Charvel  
Bernie Rico  
John White  
Marketing/Artist Relations  
Co-Design Engineering  
President  
Vice President

B.C. Rich International, Inc., a California Corporation, P.O. Box 60119, Los Angeles, California 90060 (818) 443-4161

$2.00
B.C. Rich
GUITARS

RETAIL PRICE LIST
EFFECTIVE JANUARY 1, 1986

NJ SERIES

This unique series of guitars are crafted in Japan under our direction and within our strict
tolerances. All "NJ Series" guitars are equipped with Kahler "Flyer" tremolos. All NJ Series
instruments are assembled in the USA.

B.C. Rich NJ Series guitars are available in bolt-on models only.

Bich .................................................. $499.
Ironbird ............................................... $499.
Mockingbird ........................................... $499.
ST .......................................................... $499.
Warlock ............................................... $499.

Ironbird Bass ........................................... $449.
Warlock Bass .......................................... $449.

All NJ Cases .......................................... $ 80.

COLORS
Standard colors for all "NJ" models are BLACK & ARREST ME RED. For an additional cost of
$20.00, we also offer all "NJ" series models in ULTRA VIOLET, METALLIC RED or GLITTER
ROCK WHITE.

All "NJ Series" instruments are fully tested, assembled and inspected in the USA before ship-
ment. B.C. Rich reserves the right to make changes in models, specifications, options or prices
at any time, without notice.

NJ Marketing • P.O. Box 60119 • Los Angeles, CA 90060 • U.S.A. • 818-443-4161
RETAIL PRICE LIST
NECK-THRU INSTRUMENTS

GUITARS

ST-III.......................................................... 1299.
WARLOCK.......................................................... 1299.
IRONBIRD......................................................... 1499.
MOCKINGBIRD.................................................. 1499.
BICH.............................................................. 1499.
ANY OTHERS...................................................... 1499.

STANDARD SPECIFICATIONS
Mahogany neck * alder sides * 25 1/2" scale (ST-III) 24 5/8"
scale (all others) * 2 Humbucking pickups * 2 vol. 1 tone,
selector * 24 frets * Jumbo frets * 1 11/16" nut width,
2 3/16" butt width * Rosewood fingerboard * Kahler Fulcrom
tremolo bridge * dot inlay * Black hardware * Angled headstock *
Black headstock w/white decal *

NO COST OPTIONS
Curved or traditional headstock * Chrome hardware * Kahler
Flat Mount tremolo bridge *

BASSES

ST-III.......................................................... 1299.
WARLOCK.......................................................... 1299.
IRONBIRD......................................................... 1499.
MOCKINGBIRD.................................................. 1499.
BICH.............................................................. 1499.
ALL OTHERS...................................................... 1499.

STANDARD SPECIFICATIONS
Maple neck * Maple sides * 34" scale (Bich = 30") * 22 Accurizer
Jumbo frets (ST-III) 24 frets (all others) * 1 11/16" nut width,
2 7/16" butt width * Rosewood fingerboard * dot inlay * P & J
pickup configuration * 2 volume, 1 tone, selector * Black
hardware * Angled headstock * Black headstock w/white decal *

NO COST OPTIONS
Curved or traditional headstock * Chrome hardware *

*** STANDARD COLORS FOR ALL MODELS ***
Black, Competition Red, Metallic Red, GlitterRock White,
UltraViolet or Thunder Blue

B. C. Rich reserves the right to make changes in models or
specifications at any time without notice.
RETAIL PRICE LIST FOR OPTIONS
Effective May 17, 1986

The following options pricing is for ALL model B. C. Rich guitars both bolt-on and neck-thru construction. Some options listed below are standard features on certain models. See our current price list for a listing of standard features. B. C. Rich reserves the right to limit the options on certain models.

* OTHER SOLID COLORS OR SUNBURST FINISHES .................. 50.
* GRAPHICS OR SPECIAL PAINT ...................................... 50 & up
* GOLD HARDWARE ..................................................... 50.
* ACTIVE ELECTRONIC PACKAGE ..................................... 200.
  (includes varitone, preamp, splitter, phase, etc.)
* PREAMP ONLY ......................................................... 75.
* ANY OTHER NON-STANDARD P/U CONFIGURATION ............... 25.
  (standard = 1H2SC, bolt-on or 2H, neck-thru)
* EXTRA CONTROL OR SWITCH ......................................... 15.
* EBONY FINGERBOARD .................................................. 50.
* SPECIAL INLAY ....................................................... 75.
* BODY BINDING .......................................................... 75.
* NECK & HEAD BINDING ............................................... 75.
* STRAP LOCKS ............................................................ 15.
* OTHER NECK DIMENSIONS ........................................... 25.
* OTHER FRETS .......................................................... 15.
* HI-GLOSS LACQUERED NECK (bolt-ons) ........................... 50.
* OIL FINISH NECK (bolt-ons) ....................................... 25.
* FLOYD ROSE (customer supplied) ................................  No Extra Chg.
* PAINT-TO-MATCH HEADSTOCK ..................................... 50.
* NATURAL HEADSTOCK ................................................ 50.
* MAPLE FINGERBOARD (neck-thru only) ............................ 50.
* KAHLER BASS TREMOL0 BRIDGE ................................... 250.
* OTHER WOODS .......................................................... 100.

Any other custom or non-standard work will be quoted on request basis only. B. C. Rich reserves the right to make changes in options, options pricing or specifications at any time without notice.
ST-III GUITAR.................................................. 999.

STANDARD SPECIFICATIONS
Alder body * maple neck * 22 jumbo frets * 25 1/2" scale *
1 humbucker, 2 single coil p/u configuration * 1 vol., 1 tone
& 3 mini on/off switches * satin finish neck * 1 11/16" nutt
width, 2 3/16" butt width * Dot inlay * Kahler Fulcrum tremolo
bridge * Black hardware * Angled headstock * Black headstock
w/white decal * Rosewood fingerboard

NO COST OPTIONS...........maple fingerboard * Curved
headstock * Chrome hardware * Kahler Flat Mount tremolo *

*NOTE: any instrument ordered with specifications other than
those listed above will be considered a "special order"
instrument and options pricing will apply.

ST-III BASS.................................................. 999.

STANDARD SPECIFICATIONS
maple body * maple neck * 22 Accurizer Jumbo frets * 34 "scale *
1 11/16" nutt width, 2 7/16" butt width * ebony fingerboard *
dot inlay * P & J p/u configuration * 2 vol. 1 tone, selector *
Black hardware * Angled headstock * Black headstock w/white decal

NO COST OPTIONS.............maple or rosewood fingerboard *
Curved headstock * Chrome hardware

*NOTE: Any instrument ordered with specifications other than
those listed above will be considered a "special order" and
options pricing will apply.

*** STANDARD COLORS FOR ALL MODELS OF GUITARS AND BASSES ***
Black, Competition Red, Metallic Red, Glitter Rock White,
Ultra Violet or Thunder Blue

B. C. Rich reserves the right to make changes in models, prices
or specifications at any time without notice.
B.C. RICH TOUR JACKETS
B.C. RICH T-SHIRTS
B.C. RICH LOGO PINS
B.C. RICH GUITAR PINS
B.C. RICH IRONBIRD POSTERS
B.C. RICH "BICH" POSTERS
B.C. RICH CATALOGS
B.C. RICH STICKERS
B.C. RICH PAUL STANLEY POSTER

ORDER BLANK  (Please print or type)

____  TOUR JACKET (s)  __S  __M  __L  __XL
____  T-SHIRT (s)  __S  __M  __L  __XL
____  LOGO PIN (s)
____  GUITAR PIN (s)
      ______ Mockingbird
      ______ Bich 6
      ______ Eagle
      ______ Doubleneck
____  IRONBIRD POSTER (s)
____  RICH "BICH" POSTER (s)
____  CATALOG (s)
____  STICKER (s)
____  PAUL STANLEY POSTER (s)

NAME

ADDRESS


B.C. Rich International  •  P.O. Box 60119  •  Los Angeles, CA 90060  •  U.S.A.  •  818-443-4161
B.C. RICH

U.S.A.

ALASKA
- Anchorage
  Guitar Center

ARIZONA
- Scottsdale
  Guitar Shop

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- Burbank
  A.B.C. Music
- Cerritos
  Cerritos Music
- W Covina
  Hanich Music
- Hollywood
  Hollywood Music
- European Crafts
- Oakland
  Leo's Music
- San Diego
  Guitar Center
- San Jose
  Guitar Center
- San Rafael
  Bananas at Large

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- Charlotte
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- Morganton
  Blue Ridge Music
- Shelby
  Apple Tree Music

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  Music Room

NEVADA
- Las Vegas
  Drum Shop

NEW HAMPSHIRE
- Manchester
  Music Warehouse

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- Parsippany
  Long & McQuade
- Pittman
  Music Museum
- Union City
  Pasitone Music

NEW MEXICO
- Albuquerque
  Guitar Shop

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  Sam Ash Music
- Long Island
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  Schenectady
  Drome Sound

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  Northtown
- San Antonio
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- Yakima
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