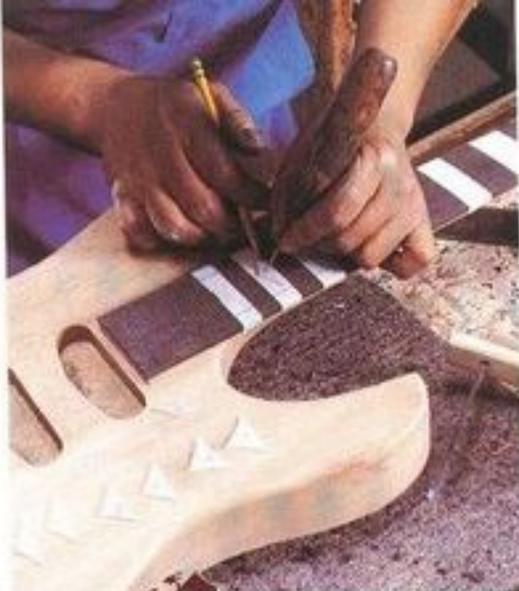
A red B.C. Rich electric guitar is the central focus, standing upright in a workshop. The guitar has a distinctive double-cutaway body, three humbucker pickups, and a bridge pickup. The neck is dark wood with white frets and a 'B.C. Rich' logo on the headstock. In the background, several unfinished guitar bodies are mounted on wooden stands. The foreground shows a workbench with various tools, including a hand plane, a chisel, and a scroll saw, along with wood shavings. The lighting is dramatic, highlighting the red finish of the guitar against the dark workshop background.

B.C. Rich™

American Made
Guitars

B.C. Rich American Made Guitars

A Living Legend



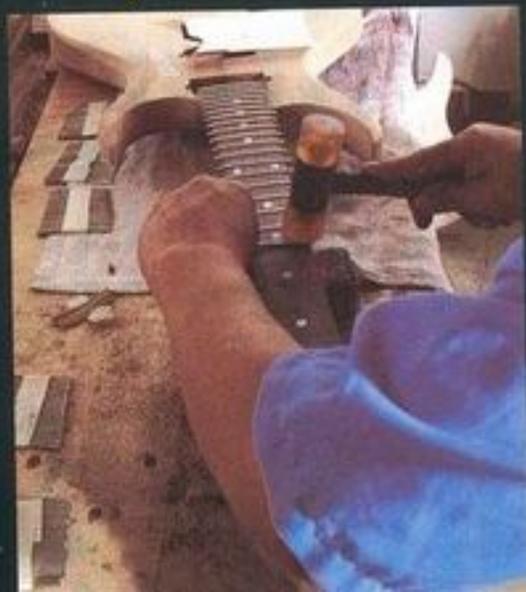
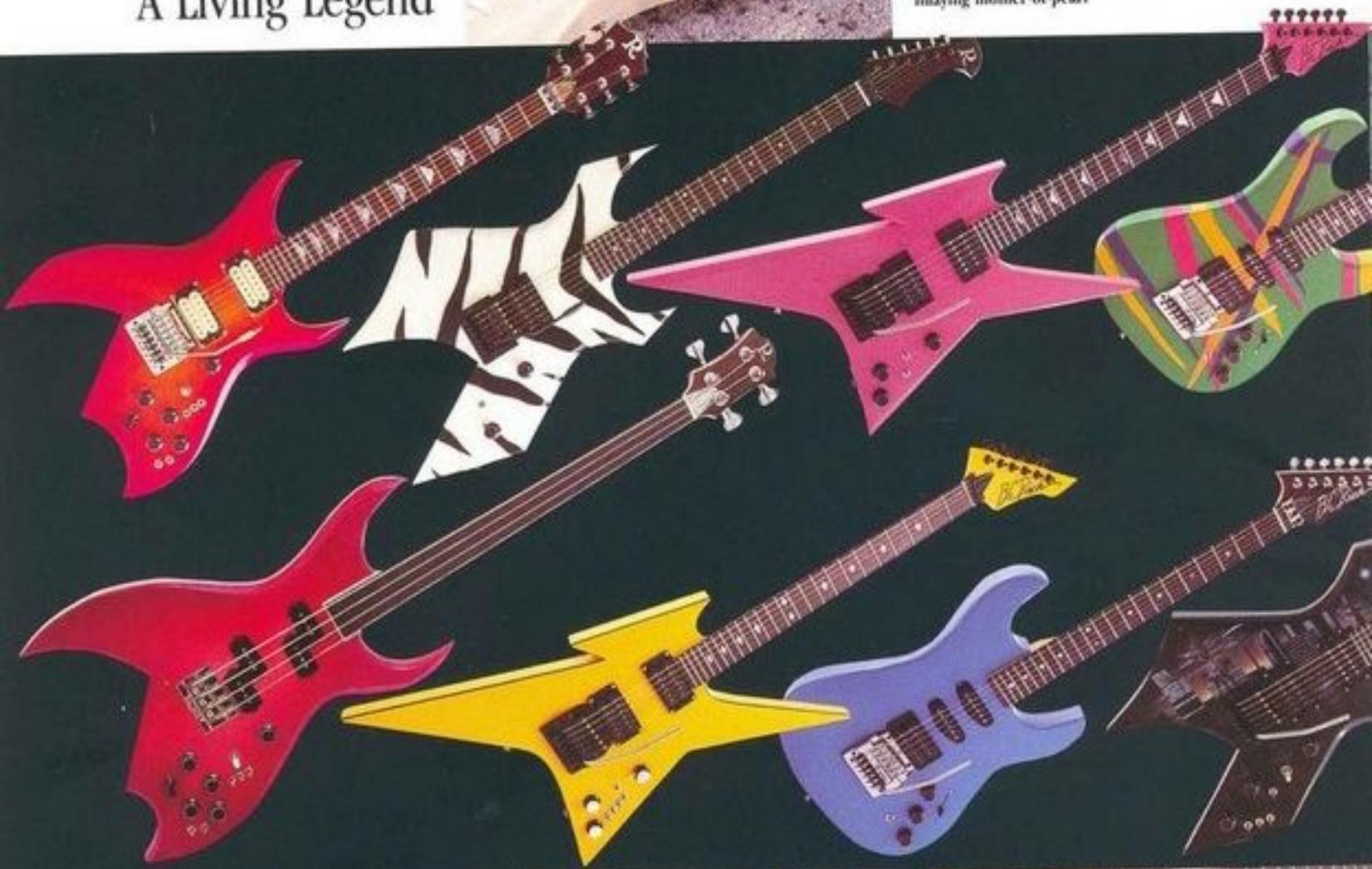
It's no secret why many of the world's most celebrated guitarists go onstage with a B.C. Rich.

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

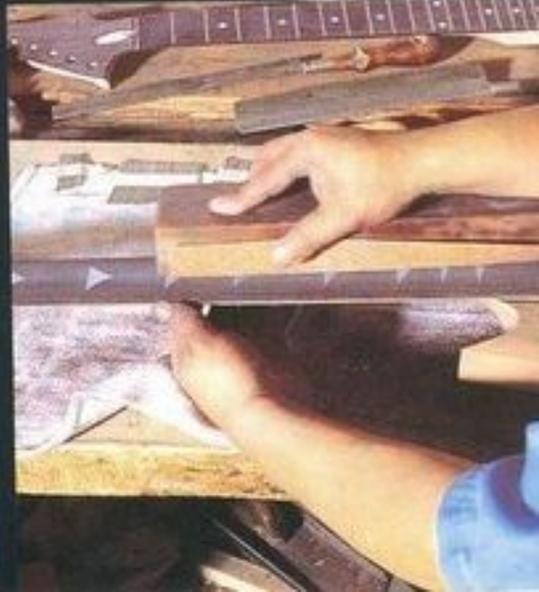
The mystique associated with B.C. Rich guitars begin with blocks of alder, mahogany, Eastern hardrock, maple, ash and ebony.

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.

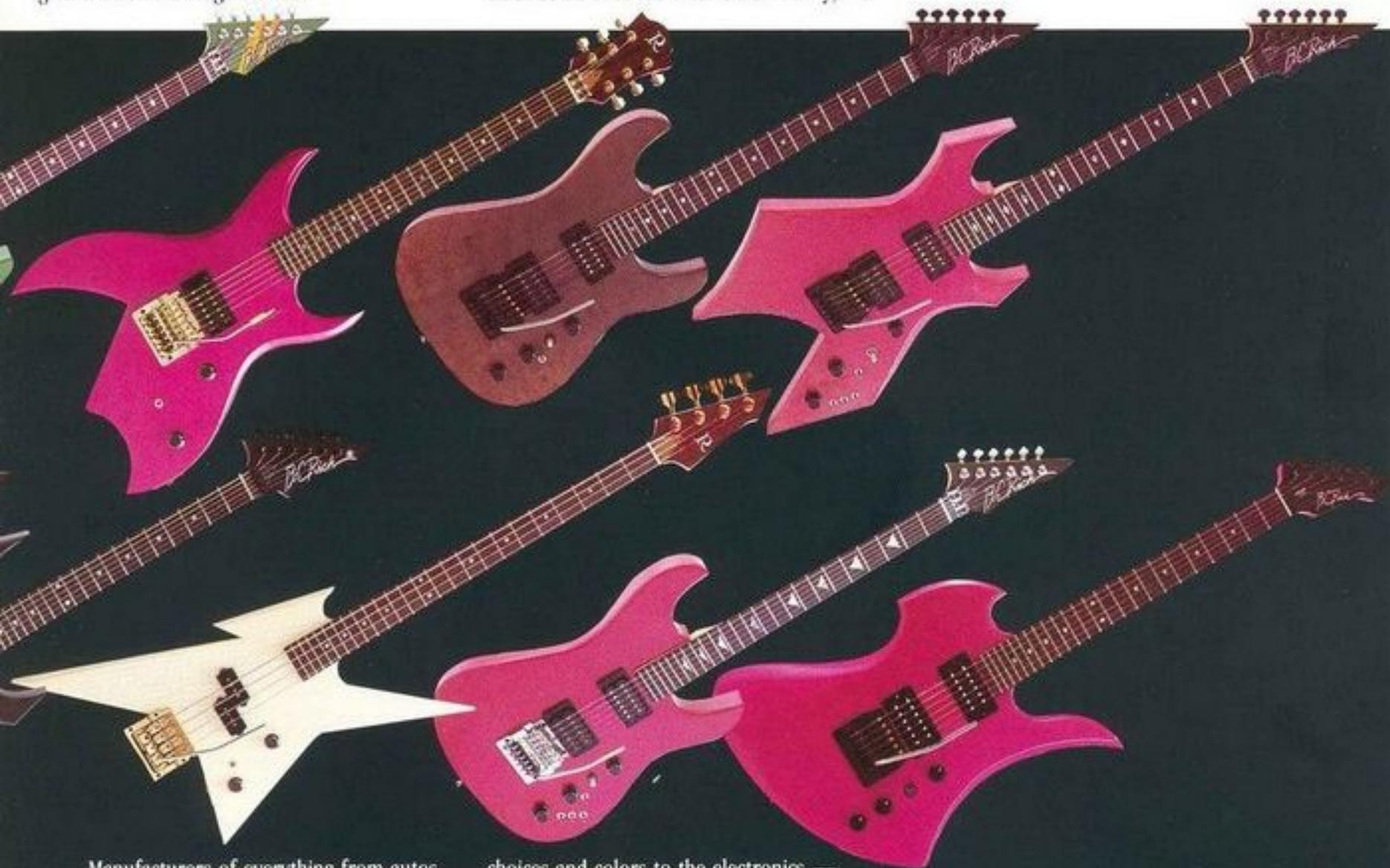
In addition to repairs, Bernie and his father found themselves making parts for guitars from scratch. Soon they were fashioning entire instruments, incorporating both what they had seen of other manufacturers and adding their own innovations.

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.

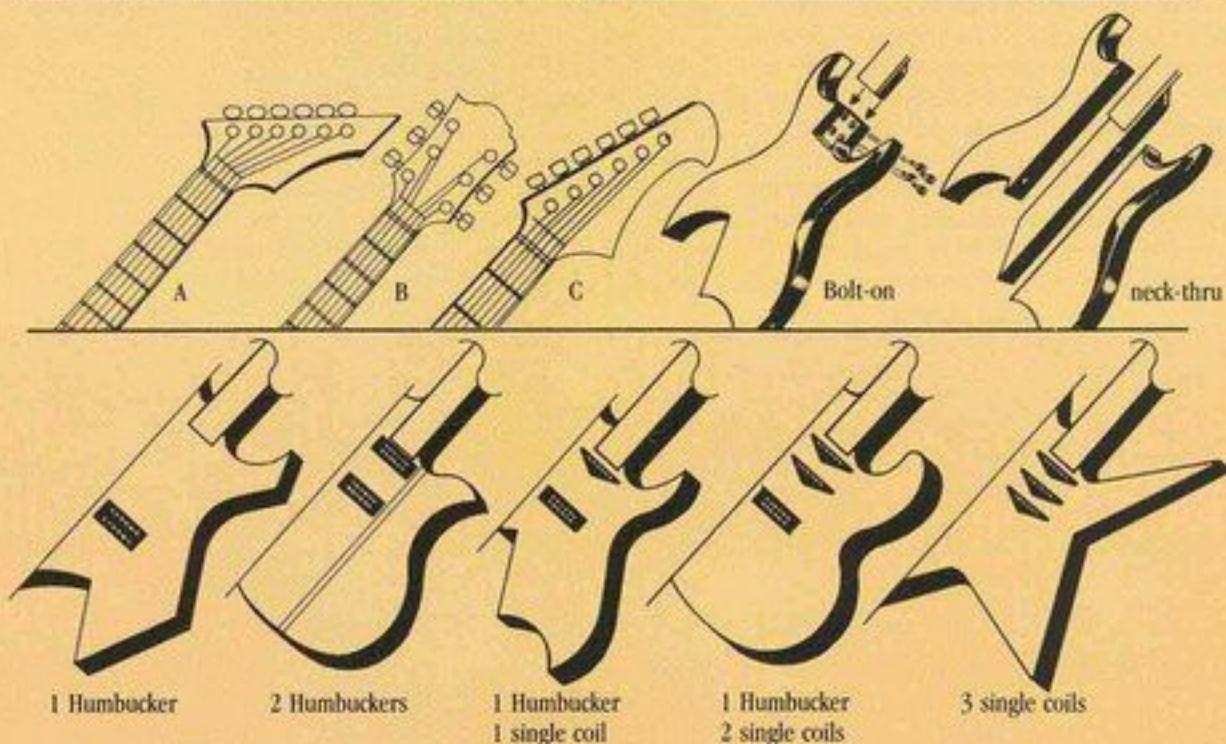
B.C. Rich American Made Guitars

OPTIONS

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



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.

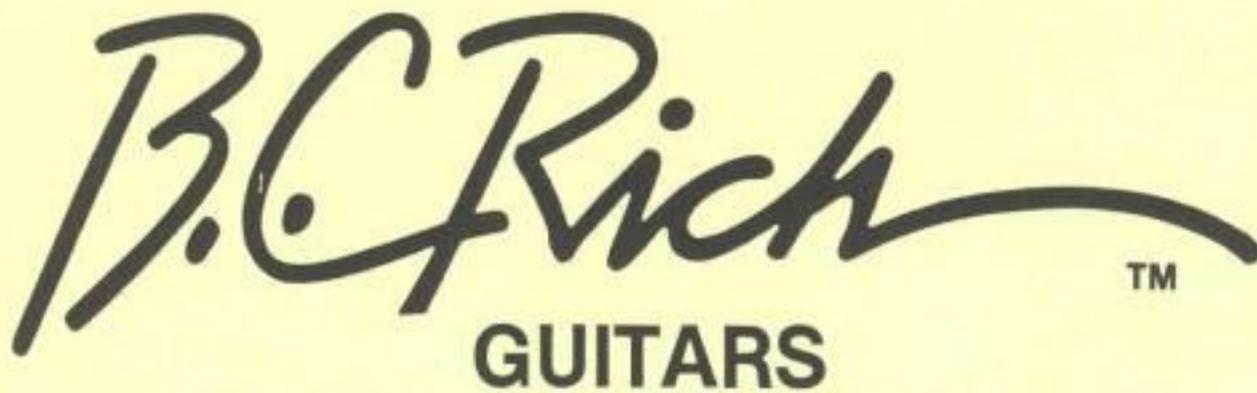


David Williams
Marketing/Artist Relations

Wayne Charvel
Co-Design Engineering

Bernie Rico
President

John White
Vice President



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 shipment. B.C. Rich reserves the right to make changes in models, specifications, options or prices at any time, without notice.

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 Fulcrum 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, 1966

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 TREMOLO 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.

B.C. Rich TM

GUITARS

RETAIL PRICE LIST

Effective May 17, 1986

BOLT-ON GUITARS

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 "soecial order"
instrument and options pricing will apply.

ST-III BASS.....999.

STANDARD SPECIFICATIONS

maple body * maple neck * 22 AccurizerTM 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 "soecial order" and
options pricing will apply.

*** STANDARD COLORS FOR ALL MODELS OF GUITARS AND BASSES ***

Black, Competition Red, Metallic Red, GlitterRock White,
UltraViolet 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 TM

GUITARS

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

U.S.A.

ALASKA

- Anchorage
Guitar Center

ARIZONA

- Scottsdale
Guitar Shop

CALIFORNIA

- 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

N. CAROLINA

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

S. CAROLINA

- Columbia
Bob Dun Music

COLORADO

- Boulder
Solid Sound
- Denver
Bobby's Music
- Cofax Music
- Gopher Baroque
- Fort Collins
Apple Way

CONNECTICUT

- New Haven
Brian Guitar

FLORIDA

- Orlando
Music City
- Ormond Beach
Fret Factory
- Sarasota
Main St. Music
- Tampa
Paragon Music
- Thoroughbred Music

ILLINOIS

- Homewood
Make-n-Music
- Oaklawn
Music Crib
- Roselle
Roselle Music
- Rock Island
Stone Music

INDIANA

- Indianapolis
IRC
- Noblesville
Vic Zinn

IOWA

- Des Moines
Des Moines Music

LOUISIANA

- New Orleans
Sound Enterprises

MARYLAND

- Rockville
Venom Music

MASSACHUSETTS

- Springfield
A & M Sound
- Wakefield
Island Music

MICHIGAN

- Pontiac
Stagegear Music
- St. Clair Shores
Guitar & Drum Center

MISSISSIPPI

- So. Haven
Good Vibrations

MONTANA

- Kalispell
Music Room

NEVADA

- Las Vegas
Drum Shop

NEW HAMPSHIRE

- Manchester
Music Warehouse

NEW JERSEY

- Parsippany
Long & McQuade

- Pitman
Music Museum
- Union City
Pastore Music

NEW MEXICO

- Albuquerque
Guitar Shop

NEW YORK

- Hempstead
Sam Ash Music
- Long Island
Gracins Music
- W. Irondequoit
House of Guitars
- N.Y.C.
Stuyvesant
- Schenectady
Drome Sound

OHIO

- Akron
Lentine
- Canton
Gattuso Music
- Cincinnati
Keller
- Cleveland
Midway Music
- Strongsville
Music Connection
- Youngstown
N.Y. Music Exclusive

OREGON

- Portland
Apple Music
- Captain Whizicals

PENNSYLVANIA

- Philadelphia
Zap's Music
- Pittsburgh
Specialty Guitar
- Reading
Fred's

TEXAS

- Amarillo
Billy's Bandade
 - Austin
Guitar Store
 - Houston
Brook Mays
Texas Tom
 - Longview
Northtown
 - San Antonio
Richard's
- ### UTAH
- Salt Lake City
Progressive Music
- ### WASHINGTON
- Seattle
Blackstone Music
Guitar Center
 - Yakima
Wrights Music
- ### WISCONSIN
- Racine
Music Store
 - West Bend
G.W. Music

FOREIGN

AUSTRALIA

- Fitzroy Victoria
Int. Warehouse Sound

CANADA

- Montreal
Steve's
- Thunderbay
Coran Music Co.
- Toronto
12th Fret
- Windsor
L.R.C.

DENMARK

- Lyngby
Fat Bad & Dirty

ENGLAND

- London
Chappell
EFR Guitars

FRANCE

- Marseilles
Phase Acoustic

GERMANY

- Bocken-Harle
Munderkingen
Music Shop
- Freiburg
Musik Bertram
- Hamburg
Amptown
Electroacoustic
- Ibbenburen
Musik Productive

HOLLAND

- Amsterdam
Dirk Witte
- Den Haas
Gerritzen & Zn
- Utrecht
Holland Center

ITALY

- Milano
Meazzi SPA

SWITZERLAND

- Sacher Music

THAILAND

- Bangkok
Sound Productions