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B.C. Rich

# PLATINUM SERIES

*B.C. Rich*



**IRONBIRD**  
*Black Pearl*



**IRONBIRD**  
*White Pearl*



**VIRGIN**  
*Metallic Red*



**BICH**  
*Hot Pink*



**BICH**  
*Cobalt Blue*



**WARLOCK**  
*Yellow (reverse headstock)*



**WARLOCK BASS**  
*Black & Red Crackle*



**WARLOCK**  
*White Pearl*



**WARLOCK BASS**  
*Poison Green*



**WARLOCK**  
*Black & White Crackle  
(reverse headstock)*



# NJ SERIES



\*All guitars and basses available in a variety of HOT finishes!

\*All guitars available with reverse headstock



**Y**ou race home from school, leap upstairs, grab your guitar, crank your amp, and practice the latest riffs till your fingers bleed. You do this for years. You spend a fortune on equipment, stage clothing, and creating an image that rules. You get in front of that mirror and go through your stage gestures relentlessly until you get to the point where you can wag your tongue three inches longer than anyone else, throw your hips out of joint, and perform leaps like an inspired toad. Everything's perfect—your chops, your image, your stage presence.

**T**hen the big day comes. RCA signs you up and books you on your premier tour. You're in front of about 10,000,000 headbangers, healthy breasted groupies, and idolizing roadies. Suddenly, they're all laughing at you—howling at you. What went wrong? Your hair is starched, the bulge in your spandex is more than ample, you have a wall of 200 watt stacks growling at the crowd, an overkill of kaleidoscopic stage lights, and a two hour act of chart busting metal music.

**S**o what went wrong? You forgot your guitar! Everyone is screaming at you because YOU...FORGOT... YOUR...GUITAR! What? You say you're holding your guitar? That's not a guitar. It sort of resembles a guitar but it's not a guitar. You know why? Because it's not a B.C. RICH. It doesn't play like a B.C. RICH. It doesn't look like a B.C. RICH. It doesn't sound like a B.C. RICH. It doesn't feel like a B.C. RICH. It doesn't finger like a B.C. RICH. And it sure doesn't say B.C. RICH.

**L**ook. The music business is a fun business but it is a business. Take it seriously. If you want the Ferrari, the Beverly Hills mansion, the gorgeous girls, the obscene bank account—if you really crave these things, take your guitar seriously. B.C. RICH is the serious guitar for players serious about success. So don't blow your chances. Give yourself the advantage. When your big break comes, play a B.C. RICH. Because if you aren't playing a B.C. RICH, you might as well be playing with yourself.

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BC 'n ya get RICH!

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BERNIE RICO  
Founder  
B.C. RICH International



CHARLES STRINGER  
Class Axe, Inc./B.C. Marketing



TED BAUM  
B.C. RICH International



RANDALL E. WALTUCH  
Class Axe, Inc./B.C. Marketing

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