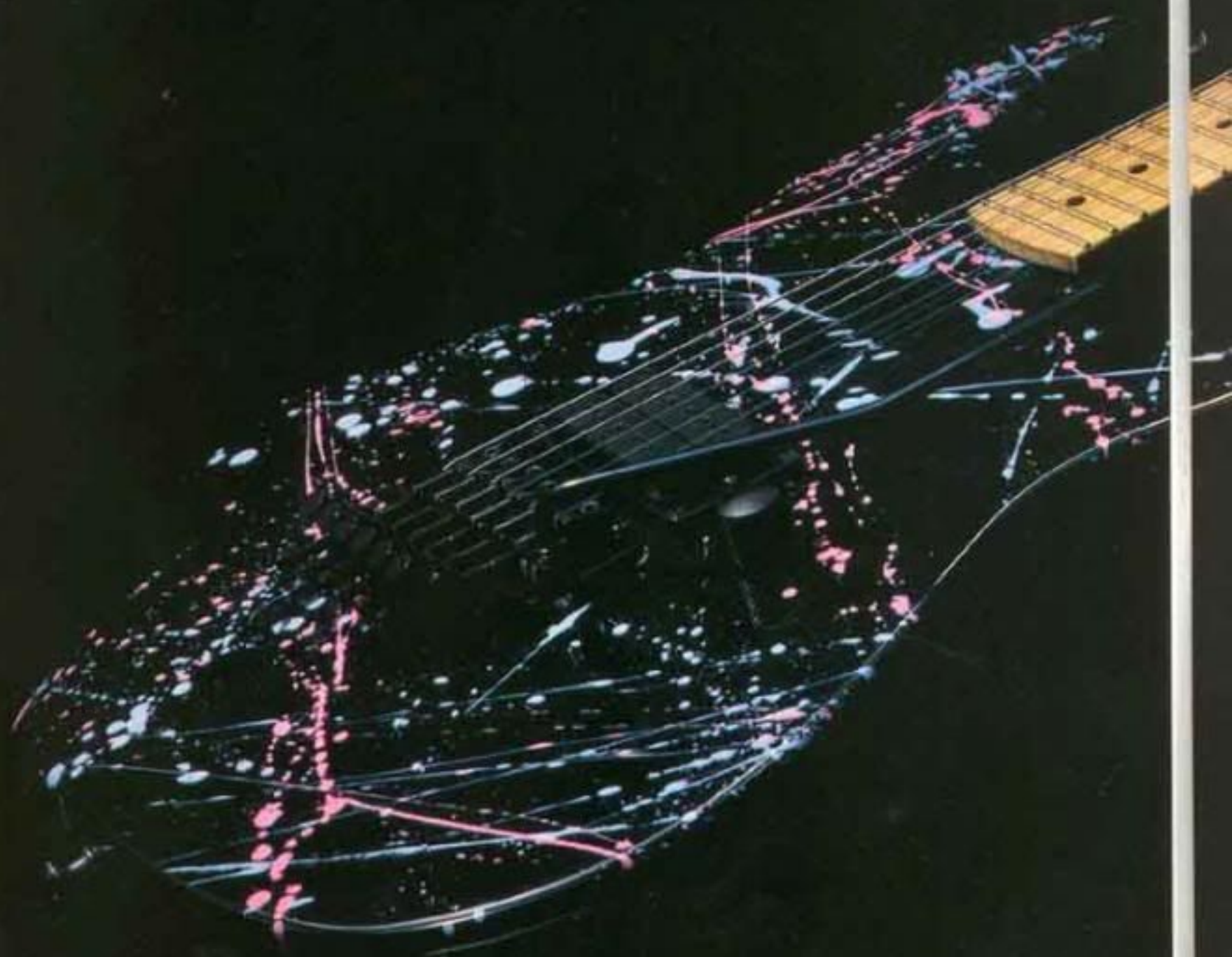
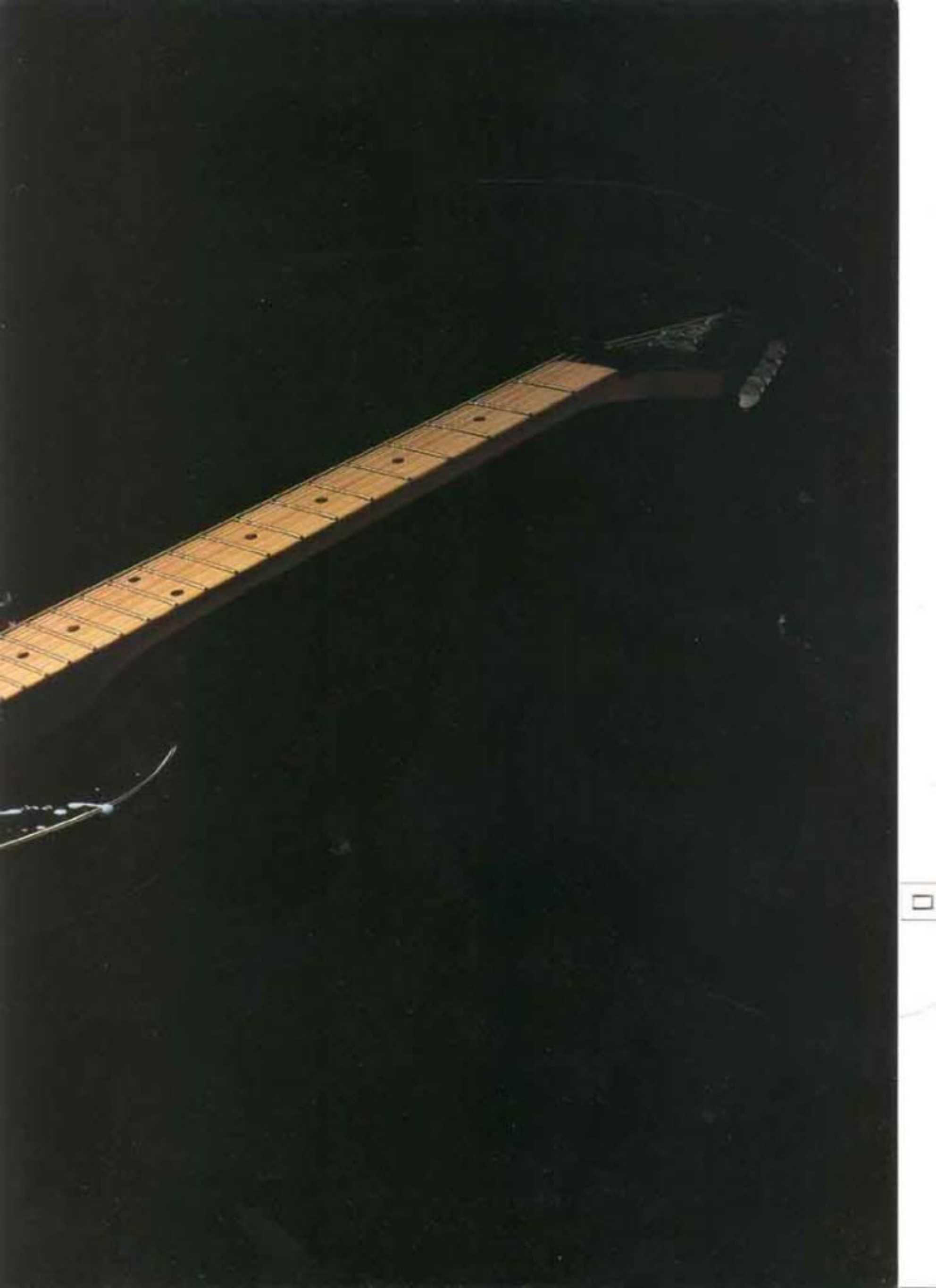


B.C. RichTM

GUNSLINGER







THE B.C. PLAYERS TONY MACALPINE with ST

Tony MacAlpine knows that to be the best guitar player, he has no choice but to play the best guitar, both onstage, and in the studio. And of course, he knows who makes the best guitars in the world!



ST-II Standard B.N.



ST-III Standard T.N.



ST-III Custom B.N. (I Hum)



ST-III Custom B.N.
(I Hum, I Single)



ST-III Standard T.N.
(Chrome Hardware)



ST-III Standard B.N. (Chrome Hardware)



ST-III Custom B.N.
(Maple Neck, Chrome)



ST-III Standard B.N.
(MacAlpine Crackle)



ST-III Custom T.N.
(Special wood, gold hardware)



ST-III Custom T.N.
(Special wood, black hardware)



ST-III Custom B.N. (TM1 Model)



ST-III Custom B.N. (TM2 Model)



THE B.C.PLAYERS KERRY KING with WARLOCK

Tokyo will never be the same after the recent appearance of lead guitarist, Kerry King, at the October Music Show.

At the invitation of E. C. Rich International, the God of Thrash took the stage, and was mobbed by thousand of Japanese fans, hoping to get a first hand glimpse of the man who makes Slayer move!!



Warlock Standard B.N. Kelly



Warlock Standard B.N.
(Chrome Hardware)



Warlock Custom B.N. (S. King)



Warlock Standard T.N.
(Chrome Hardware)



Warlock Standard T.N.
(Chrome Hardware)



Warlock Custom B.N.
(Binding, Chrome Hardware)



Warlock Custom T.N.
(Special wood with body
binding, gold hardware)



Warlock Custom B.N.
(Special wood, binding,
gold hardware)



Warlock Custom B.N.
(Body binding, 1 hum, 1 single)



Warlock Standard B.N.



Warlock Custom B.N.
(Kahler Tremolo)



THE B.C. PLAYERS PAUL STANLEY with IRONBIRD

Everybody knows that Kiss megastar PAUL STANLEY loves his B. C. Rich Guitars.

In fact, Paul won't even look at another axe unless its got a big B. C. on the headstock!



Mockingbird Custom B.R.



Eagle Custom T.N.
(Traditional Style)



Custom Iceded 38 Headstock, Kahler Trem.



Custom Iceded T.N.



B.C. Custom T.N.
(Small Body)



Eagle Custom T.N.



Mockingbird Custom T.N.
(Special wood, Kahler tremolo)



THE B.C.PLAYERS BOBBY DALL with ST BASS

Poison is in every major rock magazine sporting their B. C. guitars. Of course, bass player Bobby Dall and lead Guitarist C. C. DeVille play only B. C. Rich Guitars... That B.C. Rich is one of Poison's biggest fans.



ST-III Standard B.M. BASS



ST-V Torte Bass



Warlock Custom T.N. BASS
(Curved, inverted Headstock, active electronics)



Warlock Custom T.N. BASS
(Green crackle)



Eagle Custom T.N. BASS (traditional Style)



Eagle Custom T.N. BASS
(2 P Bass Combo, Active Electronics)



Mockingbird T.N. BASS
(Traditional Style, Active Electronics)



Mockingbird T.N. BASS
(Lefty, 2 P Bass Combo, active electronics)



Mockingbird Custom T.N. BASS
(Special wood, 2 P Bass pickups, Active Electronics)



Mockingbird T.N. BASS
(Special wood, P3 Combo, non-active)

THE HISTORY OF B.C. RICH

In 1947, pioneer luthier Bernardo Mason Rico started building classical and flamenco guitars in a small shop in East Los Angeles. Years later, he was joined by his son Bernie, and, together, the Rico's built and repaired acoustic guitars for some of the most popular musicians in the early seventies, including The Beach Boys, the Association, John Denver, Kenny Rogers, and The New Cristie Minstrels.

Sensing the public demand for something different in electric guitars, Bernie Rico was the first commercial guitar maker to introduce such radical shapes as The Wave, The Seagull, and The Mockingbird....And suddenly....Modern B.C. RICH was born!

From the earliest days of B.C. RICH, Bernie Rico's guitars have been at the cutting edge of rock 'n' roll....And what was pioneered by Bernie Rico has become today's standard in the commercial art of manufacturing electric guitars.

Bernie Rico personally developed the heel-less neckthru concept, and B.C. RICH was the first company to make radically shaped instruments, including The Warlock and The Bich; guitars which have become a must in the arsenal of today's heavy metal guitar players. B.C. RICH was also the first guitar company to use exotic woods and inlays in electric guitars, and B.C. RICH paved the way for electric guitar graphics when PAUL STANLEY took the stage with his leopardskin SEAGULL in the late 1970's.

Over the years, B.C. RICH has created custom guitars for many of Rock's superstars, including JOE PERRY (AEROSMITH), NEIL GERALDO (THE PAT BENATAR BAND) DON FELDER (THE EAGLES) NIKKI SIXX (MOTLEY CRUE), TONY IOMI (BLACK SABBATH), STEVE HUNTER and DICK WAGNER (THE ALICE COOPER BAND), AL COOPER, and the legendary RICK DERRENGER.

Today, B.C. Rich employs the world's best guitar craftsman and designers, and B.C. RICH is the only guitar manufacturing Company that builds instruments completely by hand.

Modern rockers continue to flock to Los Angeles to commission Bernie Rico to build their guitars and basses....Rock megastars such as PAUL STANLEY and BRUCE KULICK (KISS), BOBBY DALL and C.C. DEVILLE (POISON), MARK KENDALL (GREAT WHITE) TRACY GUNS (L.A. GUNS), KERRY KING (SLAYER) LITA FORD, MITCH PARRY (M.S.G.), and phenomenal TONY MACALPINE.

Each B.C. RICH instrument is of the highest possible quality, and is inspected by the master luthier BERNIE RICO. And every, B.C. Rich guitar and bass contains a piece of rock 'n' roll history!