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!
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 B. C. Rich Inter-
national, 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!!!
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!!
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 Guitarest C. C. DeVille play only B. C. Rich Guitars... That B.C. Rich is one of Poison's biggest fans.
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 Christy 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 neck thru 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 leopard skin 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!