



HANDMADE ALL SUPPLIED WITH CERTIFICATE
OF AUTHENTICITY (SEE ATTACHED)

BC RICH USA HANDMADE PRICE LIST

MARCH 1994

BOLT ON NECK GUITARS

No SUGGESTED RETAIL
PRICE POLISHED - HOWEVER
BLOW IS A GUIDE PRICE
TO SEE INC VAT.

WARLOCK, MOCKINGBIRD, IRONBIRD

Two humbuckers, floyd rose licensed trem,
six a side headstock, black hardware.

£869-00

Colours: Black, Red, White, Powder Blue, Yellow

OPTIONS

Candy colours
reverse headstock
maple fingerboard

£105-00
f.o.c
f.o.c

IGNITOR

NEW

Two Dimarzio humbuckers, floyd rose
licensed trem, chrome hardware.

£959-00

colours: Black, Red, White, Blue, purple.

OPTIONS

Candy colours
Quad fixed bridge

£115-00
f.o.c

SEAGULL "WOODIE" JNR

NEW

Two Dimarzio humbuckers, Quad fixed bridge.
3 a side headstock, chrome hardware.

£789-00

colours: Dimarzio creme, Black, White,
Porche red, Blue, Translucent cherry red.

B.C. Rich

Prices (SUGGESTED RETAIL)

Korean Product

10 SERIES - WARLOCK, Mockingbirds, Izumi, Gunslinger
VINTAGE TREM.

PRICES FROM £179

50 SERIES - WARLOCK, Mockingbirds, Izumi, BICH, GUNSINGER

LOCKING TREM

OR

FIXED BRIDGE

PRICES FROM £299

100 SERIES - TRANSLUCENT FINISHES

LOCKING TREM

- WARLOCK, Mockingbirds, Izumi, GUNSINGER

OR

FIXED BRIDGE

PRICES FROM £399

JAPANESE PRODUCT

200 SERIES

LOCKING TREM

OR

FIXED BRIDGE

- WARLOCK, Mockingbirds

PRICES FROM £599

USA PRODUCT SEE ATTACHED

Handed to
you by the
President.

Since 1958 B.C. Rich
have been crafting
possibly the most
unique and innovative
guitars in the world.
Currently, each U.S.A.
instrument is painstakingly
hand crafted by
designer and president
of B.C. Rich, Dennis Rich,
and his team of
luthiers to the upmost
quality, to give you
unrivaled feel and
sound for your money.
If you want a quality
hand built American
electric or acoustic
guitar get word to stand
out from the crowd, get
your hands on the
genuine article today.
Prices start from
under £900.00

B.C. Rich

Authorised U.K. distributor **CREATIVE DISTRIBUTION**

7 & 8 Anglia Way, Southwell Road West, Mansfield, Nottinghamshire, NG18 4LP
Telephone 01623 423330 Fax 01623 420893

A HISTORY OF B C RICH GUITARS

TIM SUITER

Bernardo Chavez Rico born 1941 in Los Angeles.

Bernie began working in his father(Bernardo Mason Rico's) established guitar shop on Brooklyn ave in Boyle Heights, east LA.

The Rico store specialised in converting 6 string Martin's to 12 string.

Bernie started building Classical and Flemenço guitars in the late 50's early 60's.

ORIGINAL ACOUSTIC GUITARS

Martin influenced dreadnought body shapes, very high quality

B 28

East indian rosewood, European spruce top, herringbone purfeling and inlays, ebony bound fingerboard and headstock, diamond shaped abalone inlays on fingerboard and bridge, abalone dots on bridge pins, 25.4" scale, 20 frets.

B 30

Flame maple body otherwise similar to B 28.

B 38

Brazilian rosewood body, otherwise as B 28.

B 45

top of the range, Brazilian rosewood body, lavishly inlaid with abalone around the top and back of the body as well as the soundhole, headstock and ivory bridge pins. Ornate abalone inlays were also fitted to the ebony fingerboard.

A repair job for Bo Diddley got Bernie interested in electric's.

Early guitars distributed by LD HEATER a subsidiary of Gibson owners NORLIN.

1972

first model **SEAGULL preveiwed at NAMM jan 1972.**

24 3/4 SCALE LENGTH

24 FRETs

GIBSON HUMBUCKERS/TAPPED OR OUT OF PHASE

HEEL-LESS THROUGH NECK

MAHOGANY CONSTRUCTION

BOUND, GABOON EBONY FINGERBOARD

BADASS BRIDGE

AFTER FIRST 3 MTHS FEATURE ONBOARD PRE-AMP

AND SWITCHABLE BOOST / VARITONE SWITCH
SEAGULL JNR
ROSEWOOD FINGERBOARD
DOT INLAYS
NON ACTIVE.

1973

MOVED TO LARGER PREMISES.
CHANGED TO GUILD HUMBUCKERS.
NEIL MOSER JOINED COMPANY
SPLIT WITH JD HEATER

1974

CHANGED TO DIMARZIO HUMBUCKERS

MOCKINGBIRD
THROUGH NECK
KOA/MAPLE BODY
DIMARZIO PICK UPS

BICH
10 STRING
DESIGNED IN CONJUNCTION WITH MOSER.
DIMARZIO PICK UPS

1974 CONT

JAPANESE PRODUCTION COMMENCES.
NJ SERIES

1976

EAGLE.
BEGINS LIFE AS BODINE BASS NAMED AFTER BASS PLAYER
BILL BODINE

ACOUSTIC GUITAR RANGE, CONSOLIDATED

B300 J
JUMBO MODEL

B300 D
DREADNOUGHT MODEL

1981

WAVE BASS
INTRODUCED IN EUROPE

1982

WARLOCK INTRODUCED

1984

KOREAN PRODUCTION BEGINS
AT CORT/ WESTHEIMER FACTORY.

1985

IRONBIRD INTRODUCED.
EARLY GUITARS HAD RIVIT FINISH.

1989

BC RICH SOLD TO CLASS AXE.
CLASS AXE INVENT ; WRATH & VIRGIN?

1992

BERNIE REGAINS CONTROL.

1993

AUGUST, CREATIVE DISTRIBUTION NEW UK & EIRE
DISTRIBUTORS.

1995

SEAGULL "WOODIE JNR
MOCKINGBIRD SEMI ACOUSTIC
ASSASSIN SEMI ACOUSTIC
WAVE BASS

IGNITOR
NEW BODY SHAPE

NEW ACOUSTIC GUITARS

B30C

C/AWAY, SPRUCE TOP, QUILT MAPLE BACK & SIDES, ABALONE
INLAYS, HERRINGBONE PURFLING, SCALE 25.5 IN.

B35-D

DREADNOUGHT, 3 PIECE BACK, EBONY F/BOARD, ABALONE
CLOUD INLAYS.

B41-C

C/AWAY, AAA SPRUCE TOP, R/WOOD BACK & SIDES.

DATING NOTES

PRE 1977 GUITARS : FIRST 2 DIGITS DENOTE YEAR OF
PRODUCTION.

THEREAFTER ; FIRST 2 DIGITS SKIP ABOVE YEAR OF
PRODUCTION IE 80127 PROBABLY BUILT 1978.

DISTRIBUTORS

CHASE MUSIC

LIVEWIRE

BREAKAWAY

DYNAMIX

CREATIVE

Colour / Top

Fingerboard

Machine heads

Date constructed

Constructed by

Bernie Rice

Designer & President

5

B.C. Rich™

U.S.A. Hand Crafted

This is to certify that your BC Rich

serial no. _____

*hand crafted in Hesperia, California, has been
constructed to the following specification:*

Body _____ Colour / Top _____
Neck _____ Fingerboard _____
Pickups / electronics _____
Tremelo _____ Machine heads _____

Date constructed _____

Constructed by _____

*I personally certify that this guitar has been hand crafted
to the highest possible quality.*

*Bernie Rico
Designer • President*

24-MAR-95 FRI 16:53

CREATIVE

0623420893

P. 03

HANDMADE NECK THROUGH BASSES

WAVE SUPREME

Colours; as mockingbird supreme.

£1449-00

USA HANDMADE ACOUSTIC GUITARS

B30-C

Cutaway body, very select spruce top,
highly figured Quilted maple back and sides,
inlaid abalone sound hole, tortoiseshell binding,
herringbone purfling,

finish: natural, high gloss.

£1299-00

£1499-00

B35-D

Dreadnought body shape, 3 piece back,
rosewood back and sides, flamed maple
centre back, herringbone inlay around soundhole
and purfling, bound ebony fingerboard and headstock,
abalone cloud inlays.

finish: natural high gloss.

HARD CASE

All Prices

+ CASE

1299 - 1499

(3)

ASSASSIN SEMI HOLLOW BODY

Two Dimarzio humbuckers, Quad fixed bridge.
six a side headstock, ebony fingerboard

colours: transparent cherry red, Blue,
emerald green, pagan gold.

£1189-00

HANDMADE NECK THROUGH GUITARS**ASSASSIN LTD EDITION**

A very limited run of only 10 guitars, signed
by Bernie rico and numbered.
neckthrough construction, EMG pick ups,
one humbucker and one single coil,
highly figured, moulded maple top,
ebony fingerboard, floyd rose licensed trem,

finish: golden yellow

£1499-00

MOCKINGBIRD SUPREME

Two Dimarzio humbuckers, active electronics
Quad fixed bridge, quilted maple or koa body,
bound ebony fingerboard, diamond inlays,
bound 3 a side headstock, chrome hardware.

colours: natural, trans cherry red, trans blue
trans orange, trans emerald green, trans purple.

£1499

OPTIONS

Black hardware

Gold hardware

EMG/Seymour duncan pick ups

floyd rose licensed trem

£34-00

£84-00

p.o.s

£149-00

HARD CASE

All other models ie Workshop etc available in

break thru for prices between 1299 - 1499