

B.C. RICH
GUITARS
1996



SIGNATURE SERIES

BICH SUPREME



MOCKINGBIRD SUPREME
NECKTHRU



MOCKINGBIRD NECKTHRU SL



IGNITOR NECKTHRU



For four generations, B.C.RICH has been building the world's finest electric guitars, each handcrafted to unmatched perfection.

From jazz to heavy metal, country to classical, pop to mainstream the world's greatest guitar players demand the "feel" of a B.C.RICH guitar, custom designed by Bernie Rico. Beautiful body shapes. Exceptional tonal quality. Maximum playability. All standard equipment of a B.C.RICH.

When only the best will do, select a B.C. RICH Signature Series guitar.

ST MSS



CONTI 8-STRING JAZZ GUITAR



IRONBIRD BOLT-ON



INNOVATOR BASS



BERNARDO 4-STRING BASS



BERNARDO 6-STRING BASS



EAGLE ARCHTOP SUPREME
NECKTHRU



MOCKINGBIRD BOLT-ON BASS



WARLOCK BOLT-ON



JR. V



ST-2001



MOCKINGBIRD BOLT-ON



ELITE SERIES

Created in the longstanding tradition of B.C.RICH master guitar craftsmanship, the all-new B.C.RICH Elite Series offers unparalleled quality in design and construction for imported guitars.

Our new Elite Series guitars are manufactured to the detailed specifications of B.C.RICH, using the highest quality woods and components set up at the B.C.RICH USA factory.

From the newly designed U.S. Series to the exceptional Platinum and N.J. Series, B.C.RICH guitars are now affordable to everyone. An American tradition continues.

PLATINUM MOCKINGBIRD



U.S. SERIES ST



U.S. SERIES ST III



U.S. SERIES ST BASS



PLATINUM ST



N.J. WARLOCK



N.J. MOCKINGBIRD



N.J. BIGH



U.S. SERIES BLASTER



U.S. SERIES OUTLAW



U.S. SERIES OUTLAW BLASTER



PLATINUM WARLOCK



ACOUSTIC SERIES

For 1996, B.C.RICH announces the most complete line of acoustic guitars ever offered. The American Flagship Series.

Incomparable hand-made acoustics and acoustic electrics, including the exciting B41-C, with its unique sound and diamond soundhole, and the innovative new B30-CE with hand-selected woods and brilliant transparent color finishes.

For the first time, B.C.RICH presents the Elite Acoustic Series, offshore manufactured with the same uncompromising quality, sound, and unbelievable ease of play and FEEL as our American handmakes.

Crystal clear sound and dependable performance of B.C.RICH Flagship Acoustics offer the guitars of choice for both rock and country players on stage and in the studio.

B35-D SIGNATURE



B30-C SIGNATURE



BR50 ELITE



BR55 ELITE



B30-CE SIGNATURE



B41-C DIAMOND SIGNATURE



BR40 ELITE



BR60C ELITE



BR65D ELITE



BR65C ELITE



BR70 ELITE





ACCESSORIES WITH AN ATTITUDE

B.C. RICH offers quality accessories using our classic logo in many colors and styles. We also offer a complete line of cases, gig bags and other accessories. Quantity discounts available. To order, call B.C. RICH Accessories Division at 909-888-6080. Show your colors and kick it with B.C. RICH style.

ITEM	COLORS	SIZES	COST
T-SHIRT	BLACK, WHITE, TEAL, GRAY	SM/MED/LG/XLG	\$10.95
CROP HALF T-SHIRT	BLACK, WHITE, TEAL	ONE SIZE FITS ALL	\$15.95
LONG SLEEVE T-SHIRT	BLACK, WHITE, TEAL	SM/MED/LG	\$12.95
SWEATSHIRTS	BLACK, WHITE, GRAY	SM/MED/LG	\$24.95
SWEATPANTS	BLACK, WHITE, GRAY	SM/MED/LG	\$19.95
TOUR JACKETS	BLACK	SM/MED/LG	\$69.00
BASEBALL CAPS	EMBROIDERED BLACK DENIM	ONE SIZE	\$14.95
G-STRING PANTIES FOR HER	BLACK, RED (EXTREMELY SEXY)	SM/MED/LG	\$12.95
COFFEE MUGS			\$10.95

HOT BABE ON BIKE-NOT AVAILABLE IN CONTINENTAL U.S. OR ALASKA

B.C. Rich
GUITARS U.S.A.

B.C. RICH GUITARS U.S.A., INC / IMPORTS AND ACCESSORIES DIVISION
432 NORTH ARROWHEAD AVE., SAN BERNARDINO, CA 92401 909 888 6080 / FAX 909 884 1767

B.C. RICH GUITARS INTERNATIONAL, INC / AMERICAN MADE DIVISION
17205 EUCALYPTUS #B-5, HESPERIA, CA 92345 619 956 1599 / FAX 619 956 1565