

RIVER CITY MUSIC
6718 SAN PEDRO
SAN ANTONIO, TEXAS 78216
PH. 826-4101

B.C. R



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The B.C. Rich Guitar

In order to explain a B.C. RICH guitar, it is necessary to explain how B.C. RICH began.

Unlike most major guitar manufacturers, B.C. Rich is not owned by a conglomerate whose decisions are made by a committee concerned with profit margins, but is a company owned and run by one man, Bernardo C. Rico, himself a concert guitarist.

Bernardo's father, also named Bernardo, until he retired last year, owned a guitar repair shop in the Los Angeles area greatly respected by the city's successful musicians.

Constantly exposed to his father's shop and the musicians who frequented there, young Bernardo simultaneously began making guitars and playing flamenco in concert.

Until the late 1960's, Bernardo made only classical guitars, but was persuaded by friends in folk music to make steel string acoustic guitars.

It was at this time that the company became B.C. Rich, and shortly after that moved from his father's shop to its present location.

In 1973, friends who played Rock and Roll, like his Folk music friends before them, complained to Bernardo that the electric guitars being made at that time did not fulfill their needs.

Bernardo took on their challenge to make a quality electric guitar.

He threw out all of the pre-conceived ideas about electric guitars, realizing that their roots were in the acoustic guitar, a *completely different instrument*.

Such ideas as a separate piece of wood for the neck he knew was a necessity for an acoustic guitar but a detriment to an electric guitar. For ultimate sustain, the neck should extend all the way through the body.

Everyone knew electric guitars had nineteen frets and joined the body with a heel somewhere between the twelfth and sixteenth frets.

Again, Bernardo knew these were rules only for an acoustic guitar. He could see a two octave, 24 fret, heel-less neck and a cutaway to make every fret easily accessible.

Guitarist, Dominic Triano, then with the Guess Who, brought Bernardo together with Neal Moser who had spent the previous ten years perfecting a practical special effects electronic circuit for the electric guitar.

Their ideas meshed, and the first result was the B.C. RICH 'Seagull', now a collector's item, and occasionally still made on special order.

The feeling in the B.C. Rich shop is like a family, and Bernardo has working for him only the most experienced master guitar-makers who care about each guitar they hand-carve.

Being a concert guitarist, Bernardo knows the needs of the musician, and each decision made concerning the guitar is made from this point of view, and for this reason, only the highest quality parts are used in its construction.

Because of all these contributing factors, the B.C. Rich electric guitar was an immediate success and since the first one was made, production has never caught up with demand.

The old B.C. Rich guitar shop was established in 1949, Bernardo M. Rico founder. Originally they were classical and flamenco guitar makers. Bernardo Rico Jr. began making small acoustic instruments and repairing in 1959. In addition to being a flamenco guitarist Bernardo Rico Jr. also liked Pop Music, R & B, and Rock&Roll and decided to make the same high quality guitars for Rock&Roll Artists as he would for classical and flamenco artists. Hence the building of some of the world's finest electric & acoustic guitars.

Eagle Supreme guitar Koa (or Maple)

Totally hand carved, these models are the top of the B.C. Rich line. The woods and material are of the finest obtainable, and are specifically selected for these models.

Specs and Features:

One piece neck through the body. Heel-less neck allows total accessibility to the 24th fret. Totally bound Ebony fingerboard and head stock. Position markers are of genuine mother of pearl in our cloud design.

Grover Imperial machine heads. Leo Quan Badass bridge, D'Addario strings, and Strap-Loc system are standard.

Frets are specially made to B.C. Rich specs. of 18% nickel for a smooth high crown and durability.

Dual sound High Output pick-ups are exclusively made for B.C. Rich by DiMarzio for a unique and powerful sound.

Incorporated circuitry includes the following:

- Master volume control
- Booster volume control for pre-set
- Booster switch for high gain (pre-amp)
- Master tone control
- Six position varitone control
- Pick-up selector switch
- Two Dual sound switches (one for each pick-up)
- Phase switch

The built in preamp is used for overdrive (distortion) or, with its volume control, can be regulated for long lasting sustain and to enhance highs or lows without overdrive effect. The most desirable system for live concert and studio work.

Mockingbird Supreme, Maple (or Koa)

Specs and features same as Eagle Supreme.

Mockingbird Guitar Koa (or Maple)

Specs and features:

One piece neck through the body. Heel-less neck allows total accessibility to the 24th fret. Brazilian Rosewood fingerboard, genuine mother of pearl position markers, Grover Imperial machine heads, Leo Quan Badass bridge, Strap Loc System, D'Addario strings, and 18% Nickel silver frets are standard. This model features the same incorporated circuitry as the Eagle and Mockingbird Supreme.

B.C. RICH GUITARS ARE
AVAILABLE IN EITHER LEFT
HAND OR RIGHT HAND VERSIONS.



Eagle Supreme guitar Koa
(or Maple)



Mockingbird Supreme. Maple
(or Koa)



Mockingbird Guitar Koa
(or Maple)

Eagle Guitar Maple (or Koa)

Specs and features:

One piece neck through the body. Heeless neck allows total accessibility to the 24th fret. Brazilian Rosewood fingerboard, genuine mother of pearl position markers, Grover Imperial machine heads, Leo Quan Badass bridge, Strap Loc System, D'Addario strings, and 18% Nickel silver frets are standard. This model features the same incorporated circuitry as the Eagle and Mockingbird Supreme.

Eagle Guitar Mahogany

(Mockingbird Guitar also available)

Specs and features:

One piece neck through the body. Heeless neck allows total accessibility to the 24th fret. Brazilian Rosewood fingerboard, genuine mother of pearl position markers, Grover Imperial machine heads, Leo Quan Badass bridge, Strap Loc System, D'Addario strings, and 18% Nickel silver frets are standard. This model features the same incorporated circuitry as the Eagle and Mockingbird Supreme.

Mahogany guitars are available in the following colors:

- Natural
- Cherry and cherry sunburst
- Tobacco sunburst
- Blue and blue sunburst

Mockingbird Guitar Walnut

(Eagle Guitar also available)

This Guitar was designed for the working musician who finds himself in need of a high quality guitar without the complexity and sophistication of our incorporated circuitry.

Specs and features:

One piece neck through the body. Heeless neck allows total accessibility to the 24th fret. Brazilian Rosewood fingerboard, genuine mother of pearl position markers, Grover Imperial machine heads, Leo Quan Badass bridge, Strap Loc System, D'Addario strings, and 18% Nickel silver frets are standard.

- 2 Dual Sound High Output pick-ups
- 2 volume controls
- 1 tone control
- pick-up selector switch
- 2 Dual sound switches



Eagle Guitar Maple (or Koa)



Eagle Bass Koa (or Maple)
Mockingbird Bass Maple
(or Koa)
Eagle Bass (or Mockingbird
Bass) Mahogany

Specs and features:

One piece neck through the body. Heel-less neck allows total accessibility to the 24th fret. Brazilian rosewood fingerboard, genuine mother of pearl inlay, Grover Machine heads, Strap Loc, Leo Quan Badass bridge, 18 $\frac{1}{2}$ nickel silver frets, and 2 B.C. Rich dual sound Hi-fidelity pick-ups for a clean and powerful sound.

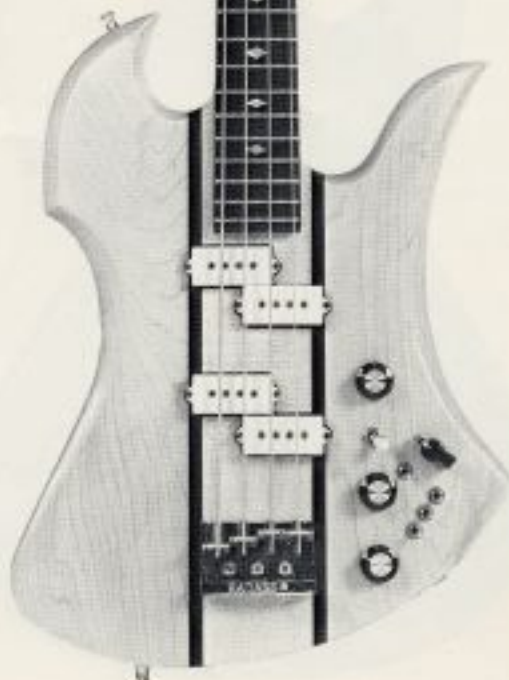
Incorporated circuitry includes the following:

- Master volume control
- Booster volume control for pre-set
- Booster switch for high gain (pre-amp)
- Master tone control
- Six position varitone control
- Pick-up selector switch
- Two Dual sound switches (one for each pick-up)
- Phase switch

The built in pre-amp used with its volume control can be regulated for long lasting sustain and to enhance highs or lows. The most desirable system for live concert and studio work.



Eagle Bass Koa (or Maple)



Mockingbird Bass Maple
(or Koa)



Eagle Bass (or Mockingbird Bass) Walnut

Like its counterpart, the Mockingbird and Eagle guitar in Walnut, we have designated this bass for the working musician who desires B.C. Rich quality without the complexity and sophistication of our incorporated circuitry.

Specs and features:

One piece neck through the body. Heel-less neck allows total accessibility to the 24th fret. Brazilian rosewood fingerboard, genuine mother of pearl inlay. Grover Machine heads. Strap Loc. Leo Quan Badass bridge. 18% nickel silver frets, and 2 B.C. Rich dual sound Hi-fidelity pick-ups for a clean and powerful sound.

Incorporated circuitry includes the following:

- One Dual Sound Hi-fidelity pick-up
- One volume control
- One Tone control
- One Dual Sound switch
- Six position vari-tone switch



B.C. RICH BASS GUITARS ARE AVAILABLE IN THE FOLLOWING CONFIGURATIONS: SHORT SCALE, LONG SCALE, FRETLESS, RIGHT HANDED OR LEFT HANDED



Eagle Bass (or Mockingbird Bass) Mahogany



Eagle Bass (or Mockingbird Bass) Walnut

B.C. Rich Bich

Electronic Specifications

- Two dual sound High output pick-ups
- Pick-up selector switch
- One volume control per pick-up
- Master tone control
- Two dual overdrive mixing controls
- Two pre-amp switches
- Six position vari-tone control
- Two dual sound switches
- One in and out of phase switch

Upon learning the use of these controls, and in coordination with other special effects units, you will achieve a variation of sounds never before heard.



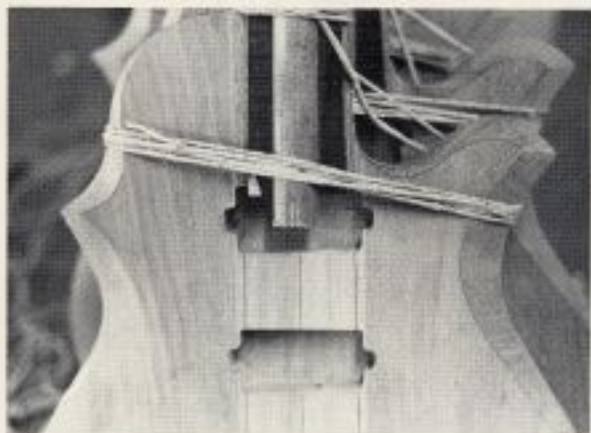
B.C. Rich Bich



Eagle Guitar Mahogany
(Mockingbird Guitar also available)



Mockingbird Guitar Walnut
(Eagle Guitar also available)



The B.C. Rich Bich

The Rich Bich is the most revolutionary guitar since the invention of the electric guitar. Many top studio and stage musicians have come to us over the years and expressed their desire for a 12-string guitar that played like a 6-string.

Well, quite frankly, we found that to be an impossible demand. But we didn't put the idea down, and we did a lot of thinking about it.

We thought about the pros and cons of a twelve string guitar. The pros, of course, were its rich full sound and tone.

The cons were many:

- *Twelve string guitars are always neck-heavy.

- *The low end of the guitar seems to get lost with the octave strings.

- *The neck has to be fatter to handle the tension.

- *Tuning is very confusing with six machines on each side of the head.

We set about to correct these shortcomings, and the final result was the *B.C. Rich Bich*.

First we started out with a neck of solid hard rock maple. All of the necks on the Bich are of maple to withstand the increased tension. We put six machines on the head, cut the neck to the same dimensions as on our regular six string guitars and strung it up as a six string.

We then added unison strings to the first and second strings and octave strings to the third and fourth strings just as on a twelve string.

But, unlike a twelve string, we left the fifth and sixth strings alone. This put less tension on the neck, so there was no need for it to be fat.

It also saved the bottom end and kept it sounding more like a six string when fully chorded, while the twelve string effect was still there for leads and triads.

We cut away the butt of the guitar and installed the machines for the octave and unison strings in the cutaway, thereby eliminating the other two problems.

It was no longer neck heavy, because not only was the neck thinner, but the weight of the additional machines was on the butt.

No longer was it confusing to tune. You merely tune the six basic strings as you would a six string, then reach down and bring the unison and octave strings up to pitch.

We then laid on a beautiful Brazilian Rosewood fretboard with 18% nickel jumbo sized frets and dressed it up with our large mother of pearl cloud inlays.

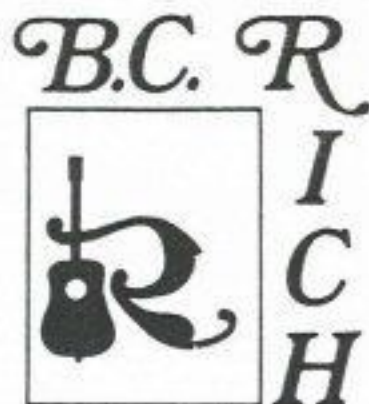
We then add on the sides of the body in the wood of your choice; richly figured Hawaiian Koa, HardRock Maple, or African Black Walnut. It then receives several coats of our new space age finish, Dura-Rich ® and is hand-rubbed to the highest gloss.

To give you security against an accidental slip we have installed the Strap-Loc ® system to protect your beautiful instrument.

WE, AT B.C. RICH, ARE
INNOVATORS, SPECULATORS,
GUITAR PLAYERS, AND
MANUFACTURERS. WE'RE
TRENDSETTERS AND WE'RE
BIZARRE.



4770 Valley Boulevard
Stall 119-120
Los Angeles, Ca. 90032



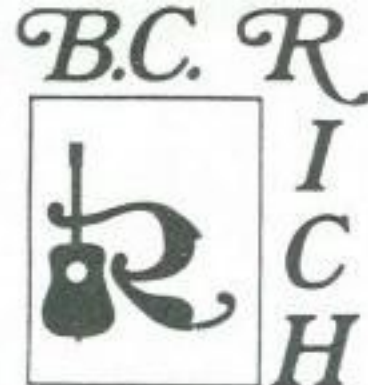
4770 VALLEY BOULEVARD • SUITE 119-120 • LOS ANGELES, CA. 90032 • (213) 222-8167

PRICE LIST

EFFECTIVE

JAN. 1978

MODEL	WOOD	RETAIL (U.S.)
BICH-----	Koa or Maple-----	\$1800.00
EAGLE SUPREME-----	Koa or Maple-----	1299.00
MOCKINGBIRD SUPREME-----	Koa or Maple-----	1299.00
EAGLE GUITAR-----	Koa or Maple-----	1099.00
EAGLE GUITAR-----	Mohogany-----	999.00
EAGLE GUITAR-----	Walnut-----	899.00
MOCKINGBIRD GUITAR-----	Koa or Maple-----	1099.00
MOCKINGBIRD GUITAR-----	Mohogany-----	999.00
MOCKINGBIRD GUITAR-----	Walnut-----	899.00
EAGLE BASS-----	Koa or Maple-----	\$1099.00
EAGLE BODINE BASS-----	Mohogany-----	999.00
EAGLE BASS-----	Walnut-----	899.00
MOCKINGBIRD BASS-----	Koa or Maple-----	1099.00
MOCKINGBIRD BASS-----	Mohogany-----	999.00
MOCKINGBIRD BASS-----	Walnut-----	899.00



PRICE LIST

NOVEMBER 1, 1978

4770 VALLEY BOULEVARD • SUITE 119-120 • LOS ANGELES, CA. 90032 • (213) 222-8167

BICH DOUBLENECK		\$3000.00 US
BICH BASS	KOA	1800.00
BICH GUITAR	KOA or MAPLE	1800.00
<u>SUPREME</u>		
MOCKINGBIRD	KOA or MAPLE	1499.00
EAGLE	KOA or MAPLE	1499.00
<u>STANDARD</u>		
MOCKINGBIRD	KOA or MAPLE	1199.00
EAGLE	KOA or MAPLE	1199.00
<u>BASS</u>		
MOCKINGBIRD	KOA or MAPLE	1199.00
EAGLE	KOA or MAPLE	1199.00
HARDSHELL CASE		100.00
FLIGHT CASE		210.00
FLIGHT CASE (Doubleneck)		275.00

BICH GUITARS and BASS available with flight case only.

All models available in lefthanded at no extra charge.

Colors available on special request, at a \$100.00 charge.