Find out what “HANDMADE in the U.S.A.” really means.
BICH DOUBLE NECK 12/6
Available in solid Maple, or Koa sides, Rosewood and Maple necks. Rosewood Fingerboard and headplate, Mother of Pearl inlay. Features independent electronics for each neck. Standard circuit for 12 string, RICH BICH circuit for 6 string.

RICH BICH
Available with Maple or Koa body, Maple neck, Rosewood Fingerboard and headplate. Electronics: Master Volume, Rhythm Pickup Volume, Master tone, Two Preamps, Six Position VariTone, Pickup selector, Phase and Dual Sound switches, Mother of Pearl inlay. The BICH may be used as a 6 or 10 string.

BICH BASS 8 STRING
Available in Koa sides, Maple neck, Rosewood Fingerboard and headplate, Mother of Pearl inlay. Features RICH BICH Electronics and DiMarzio model P Bass pickups. The BICH BASS may be used as a 4 or 8 string.
**DASS GUITAR**
A Rosewood Fingerboard and Diamond Mother of Pearl Inlay set off our Bass and Standard Guitar from all others. Our Bass features DiMarzio P Bass pickups and our Standard circuits. In Maple or Koa.

A favorite of Musicians far and wide. The Standard model has gained World Wide acceptance in Recording and Live situations.

**STANDARD GUITAR**
Our Standard Guitar is available in Maple or Koa. Electronics include: Master Volume, Preamp, Master Tone, Six Position Varitone, Phase and Dual Sound Switches.
SUPREME

You like fancy things, we do too.
We offer an Ebony Fingerboard, bound in white, with Mother of Pearl Cloud position markers.
Standard Electronics, in Maple or Koa, for YOU, The Discriminating Musician.

A PARTIAL LIST OF DISCRIMINATING MUSICIANS

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THE LIST GOES ON AND ON.

All of our Guitars feature our Specially Wound, Super Distortion, Dual Sound, High Output Pickups.
But now we're offering a Dual Sound PAF in the rhythm position.
Grover Machines. Straplocks and Leo Quan Bridge are standard on our instruments.
Put this together with our 18% Nickel Frets and our one piece, Two Octave (24 fret) neck... You've never played or heard anything like it.
B.C. RICH Guitars are 90% handmade. The other 10% is hardware, machineheads, bridges, etc. B.C. RICH Guitars are 100% hand assembled. Each Instrument is different, the width at the nut is variable. Try a few models and feel.

Our Craftsmen are the Best. We've set the highest quality standards in the music industry.