



B.C. Rich

**GUITARS 1980**

### **Introducing RICH BICH' Little Sister**

- When B.C. Rich electric guitars were introduced in 1973, we took a chance on a completely new idea.
- The response has been overwhelming. So much, that in order to meet the demand for our instruments in the 1980's, we unveil our production line of B.C. Rich electrics.
- Available in Mahogany "BICH" body styling, the guitar is a six string and features 2 DiMarzio "Super Distortion" pickups, while the bass, a 4 string, uses 1 DiMarzio P-Bass pickup.
- The 22 fret neck is Maple with a Rosewood fingerboard and dot inlay.
- Standard hardware includes Leo Quan Badass Bridge and Grover machineheads.
- Colors include: Natural, Red, Cherry Sunburst, Dark Natural, Black, Blue Sunburst, Blue, Green and Tobacco Sunburst.







# **MOCKINGBIRD GUITAR**

## **MOCKINGBIRD BASS**

### **MOCKINGBIRD GUITAR SUPREME**

#### **Mockingbird Guitar and Bass**

- A Rosewood fingerboard and diamond mother-of-pearl inlay set the Mockingbird aside from every other instrument you've played, the exotic body design certainly makes it that much more distinctive.
- "Without a doubt, the B.C. Rich range of electric guitars epitomizes the expression "Axe" when a musician refers to his or her guitar. The Mockingbird shape is especially reminiscent of a lethal medieval hatchet and is sensationally show stopping in appearance..."\*
- The standard version of the Mockingbird is available in Koa or Maple.

#### **Mockingbird Guitar Supreme**

- The Supreme version of the Mockingbird offers an Ebony fingerboard and Rosewood headplate bound in white, with mother-of-pearl cloud inlays.
- Either version qualifies as a triumph of craftsmanship.
- B.C. Rich guitars offer everything the discriminating musician will ever want from his or her "Axe."

\* © 1979 International Musician and Recording World • Jim Rodford







# **EAGLE GUITAR**

## **EAGLE BASS**

### **EAGLE GUITAR SUPREME**

#### **Eagle Guitar and Bass**

- The Eagle series features a different, though just as distinctive, body design than the Mockingbird.
- The first thing you'll notice about the Eagle is its light weight and its excellent balance and despite its light weight it doesn't feel flimsy.
- Eagle specifications are identical to those of the Mockingbird. These include the 24 fret fingerboard that is made practical by the one piece, heelless neck through the body construction, 18% nickel frets and an internal truss rod with access point located under a triangle on the head.
- Grover machineheads, Leo Quan Badass bridge, bone nut and Straplok System are standard on the Eagle, Mockingbird and Bich.

#### **Eagle Guitar Supreme**

- Notice the subtle headstock, its attractive Rosewood veneered face and stylish mother-of-pearl "R" inlay.
- On Maple bodies the head face is matched by parallel stripes of Rosewood. On Koa bodies the parallel stripes are Maple.
- Standard on Bich, Mockingbird and Eagles are specially wound, specially wired DiMarzio Pickups. Guitars are equipped with a PAF dual sound in the rhythm/neck position and a Super II dual sound at the bridge/lead position. The bass is equipped with 2 dual sound P-bass pickups.
- Both the Eagle and Mockingbird bass and guitar feature our "standard" electronic circuit. This includes master volume, preamp, six position varitone, phase switch and individual dual sound switches. The preamp provides a great boost in output and enhances the highs and lows, thickening the sound and giving more punch.







# **BICH DOUBLENECK BICH BICH BASS**

**The B.C. RICH "BICH" is our top of the line model.**

- *Truly a spectacular instrument.*
- *Due to its unique design the guitar can be used as both a 6 string and a 10 string. The "BICH" is available in either a Koa or Maple body, with a Maple neck and Rosewood fingerboard and headplate.*
- *"BICH" Bass features a thirty inch scale which can be used 8 string or 4 string. Available in Koa body and Maple neck with Rosewood fingerboard and headplate.*
- *Electronics feature master Volume, rhythm pickup volume, master tone, dual preamps, six position varitone, pickup selector, phase and dual sound switches.*
- *"BICH" Doubleneck is a 12 string/6 string with separate electronics for each neck. Available features are the same as the Rich "BICH," which include genuine mother-of-pearl cloud fingerboard inlay.*







## **B.C. RICH**

*In the last twenty years we have handcrafted the finest guitars available to the professional musician.*

*In the beginning it was classical instruments of fine Brazilian Rosewood and beautiful Spruce tops. This led to the development of our renowned Flamenco guitars made of Cypress and Spruce.*

*In the 1960's as Folk, Jazz and Rock blossomed, the guitar proved itself to be an intricate part of "the Sound." Guitarists in all styles of music began calling Bernardo Rico. He responded by building a variety of special instruments to suit each individual need.*

*The late 1960's and early 1970's brought musicians the world around demanding a high quality steel string guitar. Once again Bernardo came true by designing the B.C. Rich dreadnaught "B" series. These include the "B-45," a six string with Brazilian Rosewood back and sides and Spruce top all outlined in Abalone.*

*As demand increased for the dreadnaught, a new burden was placed on Bernardo's shoulders.*

*"What about an electric?" became the question.*

*The answer: A new concept in electric guitars, the "Seagull." Its one piece heelless through the body neck allowed total access to the twenty-fourth fret and its self-contained electronics gave a variation of sounds never available before.*

*In the 1980's B.C. Rich will certainly cater to the needs of every musician, offering the same high quality and craftsmanship we've built our reputation on.*

*Now it's your turn, go out and play a collector's item.*





**CARLOS ALOMAR**



**RICK DERRINGER**



**SUZI QUATRO**



**BRAD WHITFORD**



JOHN A.  
JOHN AVILA  
ARNIE BADD  
BOB BARTH  
BRAD BILLION  
GEORGE BIONDO  
DANE BRAMAGE  
BEN BRIDGES  
GEEZER BUTLER  
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MICK DYCHE  
BERNARD EDWARDS  
JIMMY ESPINOZA

EDDIE ESTRADA  
DON FELDER  
STEVE FRIEDMAN  
CLARK GARMEN  
NEIL GERALDO  
TSUGUTOSHI GOTO  
MARY ANN GRAHAM  
ROB GRANGE  
BILLY HANEY  
JOSH HANNA  
ENRIQUE HEREDIA  
RENE HEREDIA  
STEVE HUNTER  
RANDY JACKSON  
PRAKASH JOHN  
FATS JOHNSON  
PAUL KANTNER  
CAROL KAYE  
DANELLE KERN

AL KOOPER  
JIM KRUEGER  
BOB KULICK  
BRUCE KULICK  
GREG LEE  
CARTER LALOGUE  
DAVID LINDLEY  
LORI McALLISTOR  
MIKE McBAY  
FUNKY JOHN McCLAIN  
BARRY McGUIRE  
CRAIG McMULLEN  
LENNY MICHAELS  
KIMIO MIZUTANI  
NEAL MOSER  
GEORGE MURRAY  
LOZ NETTO  
RIC OCASEK  
MICHAEL OSBOURNE

H. MICHAEL OSUNA  
JOE PERRY  
LOU REED  
JIM RODFORD  
NILE ROGERS  
DAVID RULE  
BARRY SCOTT  
DEREK ST. HOLMES  
GREG TAWA  
TREY THOMPSON  
DOMENIC TROIANO  
LEN TUCKEY  
MICHAEL TURPIN  
ROL VARANESE  
DICK WAGNER  
DANNY WEISS  
JOHN WILKINSON  
SKIP WISE  
MIKE WOLDT

**NIGHTHAWK GUITAR**  
**NIGHTHAWK BASS**  
**PHOENIX BASS**  
**PHOENIX GUITAR**



- Available in mahogany "EAGLE" and "MOCKINGBIRD" body styling, the guitar is a six string and features 2 DiMarzio "Super Distortion" pickups, while the bass, a 4 string, uses 1 DiMarzio P-Bass pickup.
- The 22 fret neck is maple with a rosewood fingerboard and dot inlay.
- Standard hardware includes a Leo Quan Badass bridge and Grover machine heads.
- Guitar available with tremelo bar.
- Colors include: Natural, Red, Cherry Sunburst, Dark Natural, Black, Blue Sunburst, Blue, Green and Tobacco Sunburst.



# B.C. RICH

## U.S.A.

### ALASKA

- Anchorage  
Guitar Center

### ARIZONA

- Scottsdale  
Guitar Shop

### CALIFORNIA

- Burbank  
A.B.C. Music
- Cerritos  
Cerritos Music
- W. Covina  
Hanich Music
- Hollywood  
Hollywood Music
- European Crafts
- Oakland  
Leo's Music
- San Diego  
Guitar Center
- San Jose  
Guitar Center
- San Rafael  
Bananas at Large

### N. CAROLINA

- Charlotte  
Reliable Music
- Morganton  
Blue Ridge Music
- Shelby  
Apple Tree Music

### S. CAROLINA

- Columbia  
Bob Dun Music

### COLORADO

- Boulder  
Solid Sound
- Denver  
Bobby's Music
- Colfax Music
- Gopher Baroque
- Fort Collins  
Apple Way

### CONNECTICUT

- New Haven  
Brian Guitar

### FLORIDA

- Orlando  
Music City
- Ormond Beach  
Fret Factory
- Sarasota  
Main St. Music
- Tampa  
Paragon Music
- Thoroughbred Music

## ILLINOIS

- Homewood  
Make-n-Music
- Oaklawn  
Music Crib
- Roselle  
Roselle Music
- Rock Island  
Stone Music

## INDIANA

- Indianapolis  
IRC
- Noblesville  
Vic Zinn

## IOWA

- Des Moines  
Des Moines Music

## LOUISIANA

- New Orleans  
Sound Enterprises

## MARYLAND

- Rockville  
Venom Music

## MASSACHUSETTS

- Springfield  
A & M Sound
- Wakefield  
Island Music

## MICHIGAN

- Pontiac  
Stagegear Music
- St. Claire Shores  
Guitar & Drum Center

## MISSISSIPPI

- So. Haven  
Good Vibrations

## MONTANA

- Kalispell  
Music Room

## NEVADA

- Las Vegas  
Drum Shop

## NEW HAMPSHIRE

- Manchester  
Music Warehouse

## NEW JERSEY

- Parsippany  
Long & McQuade
- Pittman  
Music Museum

## NEW MEXICO

- Albuquerque  
Guitar Shop

## NEW YORK

- Hempstead  
Sam Ash Music
- Long Island  
Gracins Music
- W. Irondequoit  
House of Guitars
- N.Y.C.  
Stuyvesant
- Schenectady  
Drome Sound

## OHIO

- Akron  
Lentine
- Canton  
Gattuso Music
- Cincinnati  
Keller
- Cleveland  
Midway Music
- Strongsville  
Music Connection
- Youngstown  
N.Y. Music Exclusive

## OREGON

- Portland  
Apple Music
- Captain Whizicals

## PENNSYLVANIA

- Philadelphia  
Zap's Music
- Pittsburgh  
Specialty Guitar
- Reading  
Fred's

## TEXAS

- Amarillo  
Billy's Bandade
- Austin  
Guitar Store
- Houston  
Brook Mays
- Texas Tom
- Longview  
Northtown
- San Antonio  
Richard's

## UTAH

- Salt Lake City  
Progressive Music

## WASHINGTON

- Seattle  
Blackstone Music
- Guitar Center
- Yakima  
Wrights Music

## WISCONSIN

- Racine  
Music Store
- West Bend  
G.W. Music

## FOREIGN

### AUSTRALIA

- Fitzroy Victoria  
Int. Warehouse Sound

### CANADA

- Montreal  
Steve's
- Thunderbay  
Coran Music Co.
- Toronto  
12th Fret

### OHIO

- Windsor  
L.R.C.

### DENMARK

- Lyngby  
Fat Bad & Dirty

### ENGLAND

- London  
Chappell
- EFR Guitars

### FRANCE

- Marseilles  
Phase Acoustic

### GERMANY

- Bocken-Harle  
Munderkingen  
Music Shop

### GERMANY

- Freiburg  
Musik Bertram
- Hamburg  
Amptown

### FRANCE

- Electroacoustic
- Ibbenburen  
Musik Productive

### HOLLAND

- Amsterdam  
Dirk Witte
- Den Haas  
Gerritzen & Zn

### UTRECHT

- Utrecht  
Holland Center

### ITALY

- Milano  
Meazzi SPA

### SWITZERLAND

- Sacher Music

### THAILAND

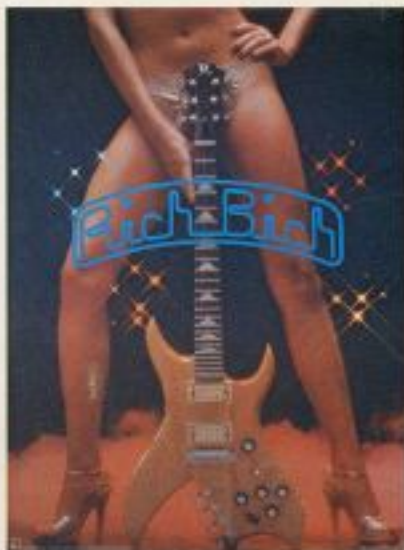
- Bangkok  
Sound Productions



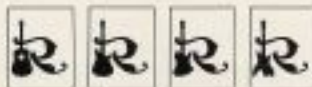
**14K Gold "R" Logo Pendant**



**B.C. Rich T-Shirt**



**RICH BICH Poster**



**B.C. RICH GUITAR CO., Suite 117, 4770 Valley Blvd., Los Angeles, Ca. 90032**





## PRICE LIST

JANUARY 1, 1980

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

-NIGHTHAWK	Guitar	\$ 699.00 US
-PHOENIX	Guitar W/Tr	799.00
-SON OF A RICH	Bass	699.00
Hardshell Case		79.00
-RICH	Doubleneck*	3000.00
	Guitar	1800.00
	Bass	1800.00
-MOCKINGBIRD	Guitar	1299.00
	Guitar Supreme	1599.00
	Bass	1299.00
-EAGLE	Guitar	1299.00
	Guitar Supreme	1599.00
	Bass	1299.00
Hardshell Case		100.00
Flight Case		210.00
Flight Case (Doubleneck)		275.00
*Doubleneck available with flight case only.		

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DEALER INFORMATION:

Dealer cost is 50% off with initial order  
of six pieces, including a Rich.  
Delivery time is 60 to 90 days.  
ALL orders shipped C.O.D.

INTERNATIONAL SHIPMENTS DELIVERED VIA AIR FREIGHT  
UPON RECEIPT OF CERTIFIED BANK DRAFT.

\*Dealer cost flight case.

Flight Case	170.00
Flight Case (Double)	200.00