We at B.C. Rich would like to take this opportunity to welcome in the new decade by giving our instruments a new look for the 80’s.

We started off by adding our own machined brass bridge. On the guitar it’s a four way adjustable bridge designed for optimum performance. The entire bridge adjusts forward or backward and up or down, and each string guide adjusts to suit every crown and intonation necessary to accommodate all string gauges. Anchored to the guitar by solid brass studs and bushings, it is by far the most elegant and suitable bridge available.

We’ve also added a full array of Pearlessence finishes and along with our standard colors, they’re guaranteed to knock your eyes out!

**Standard Colors**
- Natural
- Red
- Cherry Sunburst
- Dark Natural
- Blue
- Blue Sunburst
- Green
- Tobacco Sunburst
- Orozeta
- Pink

**Pearlessence**
- Pearl White
- Glitter Rock White
- Light Blue Pearl
- Dark Blue Pearl
- Blue Green Pearl
- Black Pearl
- Violet
- Ultraviolet
- Orozeta
- Rude Pink

And, of course, we still special order. Here’s to the 80’s.

-B.C. Rich-
Rich Bich and Bich Bass

Double Neck

1 Neck Selector, allows one or both necks to be on.

Twelve String
2 Master Volume
3 Pickup Selector
4 Preamp On/Off
4a Preamp Volume
5 Six Position Varitone
6 Phase Switch
7 Dual Sound Rhythm Pickup
8 Dual Sound Lead Pickup

Six String
9 Master Volume
10 Preamp On/Off
10a Preamp Volume
11 Preamp On/Off
11a Preamp Volume
12 Phase Switch
13 Pickup Selector
14 Rhythm Pickup Volume
15 Six Position Varitone
16 Dual Sound Rhythm Pickup
17 Dual Sound Lead Pickup
18 Master Tone

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

B.C. RICH 1981

LOZ NETTO
RIC OCASEK
EDDIE OJEDA
MICHAEL OSBOURNE
H. MICHAEL OSUNA
ROBERT PALMER
JOE PERRY
SUZI QUATRO
LOU REED
JIM RODFORD
NILE ROGERS
DICK WAGNER
DENNY WEISS
BRAD WHITFORD
JOHN WILKINSON
SKIP WISE
M.D. WOLDT
MAKIO YASUTA

Photography/Design:
ANDY CAULFIELD
Color Separations:
Mika Color Corp.
Type: Future Studio

JIMMY HASLIP
BILLY HAYNES
ENRIQUE HEREDIA
RENE HEREDIA
TOBY HOLMES
JON HUEMME
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