

DAIGN

HANDCRAFTED GUITARS



DAION GUITARS...

Even before you play a Daion Guitar, it's obvious you've found a superior instrument. The close attention to detail. The feel of the hand-shaped neck. The flawless finish. One thing is obvious—this is not an "assembly line" guitar.

Daion Guitars are made by a fairly small group of highly skilled craftsmen. Although it is necessary that some steps be performed by machine, it is *essential* that most steps be performed by hand. And only a skilled professional can perform the delicate final adjustments and playtest the finished product.

Look inside a Daion Guitar. Even if you don't recognize the hand-shaved bracing or hardwood bridge plate, you'll find no sign of hurried production or cut corners.

No excess glue or messy brace fitting. You will find a very neat, precise strutting job. Each brace is positioned for maximum strength and the enhancement of tone and response. The results are crisp highs and unmuddled lows, perfectly balanced to each other.

The finished product sounds as good as it looks. The top, back and sides are made of fine woods, carefully selected for their sound production qualities.

The neck is comfortable, strong and easy to adjust with an extended block for added strength. The machine heads operate smoothly and hold well.

And the final finish is skillfully applied to enhance the beauty, protect the wood and not interfere with intonation and sound-producing qualities of the wood.

The following series of pictures point out how much of each DAION guitar is carefully handcrafted. Although many machine processes are used, certain procedures are better done by hand.

Wood to the guitar-maker is as gold and silver to the jeweler. DAION maintains a large supply of the finest woods available to ensure proper aging and to provide a wide selection. The wood is placed in a "drying chamber" for one to two years, the period of time depending upon the type of wood, during which time the moisture content of the wood is reduced to 7%.

The wood is then allowed to reseason naturally until the proper moisture content is obtained. This slow aging process virtually eliminates many problems caused by shrinkage (problems inherent in so many other guitars today whose wood is rapidly kiln-dried) and more adequately prepares the wood for the best tonal response.

Woods are carefully selected for grade, strength, grain, and color.



Naturally, the sound hole purfling is engraved by machine, but



skillfully inlaid by hand to insure proper fit.



Each brace is hand-glued, placed in a press to assure proper bonding,





then carefully hand-shaved to guarantee maximum tonal response and balance. It is this process which helps give DAION guitars their rich bass and brilliant treble response.



Each body brace is shaped by hand with a small chisel in accordance with the curvature of the guitar's body. This task is very tedious and time-consuming and requires much skill, but it is important to the overall resonance of the guitar's back and top.



This method of joining the top and the sides ensures the exact placement of the top, and achieves a slight "crowning" effect.



The neck is rough-shaped with power tools, then shaved to the final size and shape. The fingerboard is then hand-glued to the neck to ascertain proper fret placement and intonation.



DAION guitars are hand-stained to preserve and enhance the natural beauty of the grain.



Proper string alignment and scale length are the concerns of the workers who hand-set each bridge. Adjustments in nut and saddle height, and in neck tension, are made next—all by hand.



A qualified guitarist does the final playtesting and makes any final adjustments. If, perchance, he should find a defect which was not discovered during the on-going quality control process, he will send the instrument back.



The DAION factory consists of six divisions: materials, construction, sanding, lacquering, parts, and quality assurance. Each instrument must pass inspection by each department head respectively before it can proceed to the next stage of construction. If a defect is found during the final inspection, the instrument is returned to the department at fault and the individual department head is held responsible. This should indicate the quality, care, and craftsmanship which go into each DAION guitar.

THE YEAR SERIES



THE '80
'78 CENTURY '78 HERITAGE '79 BROWN '79 BLACK

THE YEAR SERIES

Each as different as the year it's named for, the Daion Year Series is our standard of excellence. All are built to exact standards. Light gauge strings combined with the brass nut and saddle (available on most models) increase sustain and enhance the tone. These guitars produce a rich, full sound with excellent volume and projection.

'78 CENTURY

- Spruce top (Hand stained antique Mahogany finish)
- Mahogany neck, back & sides
- Rosewood fingerboard & bridge
- Bone saddle
- Rosewood headpiece facing with hand carved inlay
- 2 line sound hole purfling
- Bound headpiece, fingerboard, body
- Rotomatic-type enclosed machine heads

'78 HERITAGE and '78 HERITAGE/12

- Solid Cedar top (Hand stained antique Mahogany finish)
- Mahogany neck, back & sides
- Rosewood fingerboard & bridge
- Brass nut & saddle
- Brass dot main positions & side positions
- Rosewood bridge pins & end pin
- Rosewood headpiece facing with hand carved inlay
- 1-piece Maple sound hole purfling
- Maple bound headpiece fingerboard, body
- Gold plated rotomatic-type enclosed machine heads

'79 BROWN or BLACK

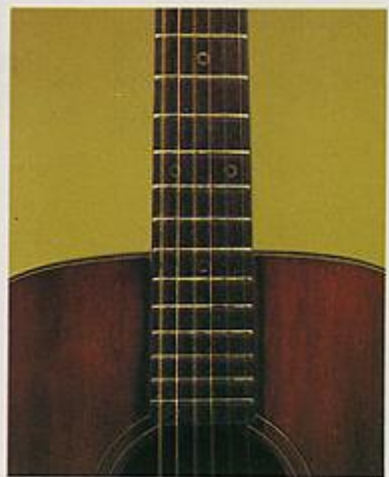
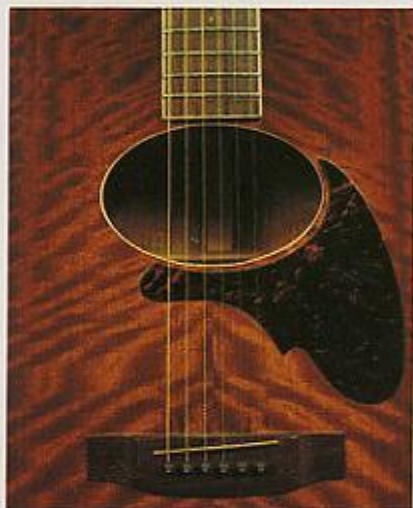
- Solid Spruce or Cedar top
- Mahogany neck, back & sides
- Rosewood fingerboard & bridge
- Brass nut & saddle
- Brass ring main positions & dot side positions
- Rosewood bridge pins & end pin
- Black or Rosewood headpiece facing with hand carved inlay
- 2 lines brassloid inlaid sound hole purfling
- Brassloid inlaid headpiece body
- Gold plated rotomatic-type enclosed machine heads

'80 and '80/12

- Solid Spruce top with fancy .03mm Ovangcol Mahogany facing
- Hand stained dark Mahogany sunburst finish
- Oval shaped sound hole
- Mahogany neck, back & sides
- Rosewood fingerboard & bridge
- Brass nut & saddle
- Brass dot main positions & side positions
- Rosewood bridge pins & end pin
- Rosewood headpiece facing with hand carved inlay
- Maple bound headpiece, fingerboard, body
- Gold plated rotomatic-type enclosed machine heads



'80/12 '78 HERITAGE/12





MARK V

MARK I

MARK IV

MARK III

MARK II

THE MARK SERIES

Each guitar in the Mark Series is handcrafted to precise specifications.

The Mark I is certainly the finest inexpensive guitar you can buy.

The close attention to detail on the entire Mark Series results in exceptional instruments with full, rich tone and classic looks.

MARK I and MARK I/12

- Solid Cedar top
- Mahogany neck, back & sides
- Bone saddle
- Rosewood fingerboard & bridge
- Rosewood headpiece facing with hand carved inlay
- Rosewood, Maple, Rosewood sound hole purfling
- Rosewood undercoated pickguard
- High quality individual machine heads
- Light gauge strings

MARK II and MARK II/12

- Solid Cedar top
- Rosewood back & sides
- Mahogany neck
- Bone saddle
- Rosewood fingerboard & bridge
- Rosewood headpiece facing with hand carved inlay
- Maple, Rosewood, Maple sound hole purfling
- Ivory bound fingerboard & body
- Original shape Rosewood undercoated pickguard
- High quality individual machine heads
- Light gauge strings

MARK III

- Solid Cedar top
- Ash back & sides
- Mahogany neck
- Bone saddle
- Rosewood fingerboard & bridge
- Rosewood headpiece facing with hand carved inlay
- Rosewood & Maple combination 5 piece sound hole purfling
- Ivory celluloid bound headpiece, fingerboard, body
- Original shape Rosewood undercoated pickguard
- High quality individual machine heads
- Light gauge strings

MARK IV

- Solid Cedar top
- Rosewood back & sides
- Mahogany neck
- Bone nut & saddle
- Rosewood fingerboard with original pattern main positions
- Shaved original shape Rosewood bridge
- Rosewood headpiece facing with hand carved inlay
- Rosewood & Maple combination 5 pcs. sound hole purfling
- Rosewood celluloid bound headpiece, fingerboard, body

- Original shape Rosewood undercoated pickguard
- Chrome plated rotomatic-type machine heads
- Light gauge strings

MARK V and MARK V/12

- Solid Cedar top
- Rosewood back & sides
- Bone nut & saddle
- Mahogany neck with diamond cut
- Rosewood fingerboard with inlaid maple dot positions
- Original shaped Rosewood bridge
- Rosewood headpiece facing with hand carved inlay
- Double herring-bone mosaic sound hole purfling
- Herring-bone purfling around the top
- Ivory celluloid bound headpiece, fingerboard, body
- Original shape Rosewood undercoated pickguard
- Chrome plated rotomatic-type enclosed machine heads
- Light gauge strings



MARK I/12
MARK II/12 MARK V/12



THE '81 SERIES

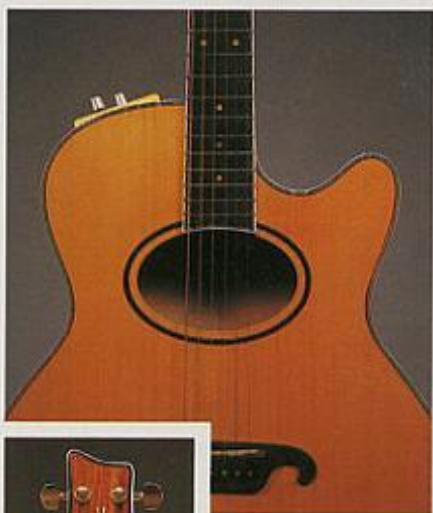


'81 CARIBOU/TAN

'81 CARIBOU/BR

'81 CARIBOU/WR-12

'81 GAZELLE



THE '81 SERIES

Designed for the professional guitarist, The '81 is an incredible instrument. From the handpicked wood to the high quality electronics, no short cuts are taken. Each is handcrafted to precision specifications.

Truly a dual purpose instrument, The '81 is an excellent acoustic guitar with no amplification. The high output transducer built in under the bridge saddle beautifully reproduces the acoustic sound when amplified. The arched back and solid wood top project resonance and enhance tonal quality.

The unique appearance is also functional. The round cut-away provides total fret access and the contoured lower bout permits jack clearance. Slide pots are used for volume and tone control and are located on the upper bout near the neck.

The '81 is easily the most advance electric-acoustic guitar.

'81 CARIBOU & CARIBOU/12

- Electric-acoustic guitar with built-in transducer
- Available in Tan, Wine Red and Brown
- Solid Cedar top with oval sound hole
- Maple arched back & sides
- Round cut-away for easy access to the top fret
- Negative bottom for new appearance and jack clearance
- 3-piece Maple/Rosewood neck
- Rosewood fingerboard
- Brass nut and compensated brass bridge saddle
- High output original transducer under the saddle
- Slide volume and tone pots with Maple mounting ring
- Original-shaped headstock with brass logo inlay
- Gold-plated rotomatic-type machine heads
- Light gauged strings

'81 GAZELLE & GAZELLE/12

- Same specifications as '81 Caribou except with solid Spruce top and Rosewood arched back and sides.

DAION LIMITED LIFETIME WARRANTY

Daion Guitars, distributed by MCI, Inc.,
P.O. Box 8053, Waco, Texas 76710 (817) 772-4450,
warrants to the original retail purchaser
that this instrument is free of
defects in materials and workmanship for
the life of the instrument.

The warranty becomes effective only upon
receipt of the registration card
by MCI, Inc., filled
out and signed by the original retail purchaser,
within 10 days of date of purchase.

If warranty service is required, MCI, Inc.
agrees to repair the defect(s) or
replace the instrument, at MCI's option,
free of charge for labor and materials for a period
of one year from date of purchase.

Thereafter, there will be no charge for materials
only. In the event of failure
or malfunction as a result of defects,
you should notify your
nearest authorized Daion dealer.

The dealer or owner shall ship the instrument
to MCI, Inc. or an authorized
Daion service center freight prepaid by owner.
The repaired instrument part,
or replacement instrument, will be returned
to the owner, freight collect insured, within thirty days
from date of receipt by the
service center, barring unforeseen delay or
other circumstances
beyond MCI's reasonable control.

MCI reserves the right to make final judgment
regarding the existence and nature of any defect.

No representative or person is authorized to
assume for MCI, Inc. any liability
except as stated above in connection with the
instrument. This warranty
does not apply to repairs necessitated by
normal wear and tear,
misuse, neglect, accidental damage,
modification or normal cracking of wood or
finish that results from changes
in temperature or humidity.

*Damage from the use of improper replacement
strings is also excluded.

MCI, Inc. makes no other express warranty of
any kind whatsoever. All implied
warranties, including warranties of merchantability
and fitness for a particular purpose,
exceeding the duration of
the aforesaid obligations are hereby
disclaimed and excluded from
this warranty. MCI, Inc. shall not be
liable for any incidental
or consequential damages.

*Proper string gages should not exceed the following: 6 string acoustic
guitars, E or 1st .013; B or 2nd .017; G or 3rd .023; D or 4th .033;
A or 5th .043; E or 6th .053



**Daion Guitars are
distributed exclusively
by MCI, Inc.
P.O. Box 8053,
Waco, Texas 76710
(817) 772-4450**





DAION Handcrafted Guitars

WE'D LIKE TO GET TO KNOW YOU!!

MCI, Inc. has been in the music business since 1967. In 1978 MCI personnel joined forces with guitar designer Hirotsugu Teradaira, a major Japanese guitar designer and a pioneer in the use of brass and solid cedar as design criteria. This merger of talents resulted in the Daion line of instruments as now described in our catalog.

The acceptance and growing popularity of Daion guitars is a testimonial to these instruments. Musicians like PAUL YANDELL (with Chet Atkins), TIM WESTON (with Diana Ross), JANIE PRICKE BAND, SHELLEY WEST and DAVID FRIZZEL and their BAND, STEVE WARINER, L.A. session man JON KURNICK, RONNIE PROPHET, JEANNIE SEELEY BAND, FREDDIE HART BAND. The list grows steadily.

The other MCI products all reflect this same quality. BRAZOS, a new name in instruments but an old name in folklore, is our new line of inexpensive guitars, banjos and mandolins, each an excellent value. Sanox -- a very popular name in Europe, now exclusively ours in the U.S. FGM/MEDLEY -- a product of Canada; the finest acoustic transducer that we have heard.

If you have any questions about our instruments, our company or policies please call Patrice Rubel, Mary Lyle, Bob Murrell or Scott Pelking.

Sincerely,

R. H. Murrell
Director of Musical Products

RHM/dmc



SUGGESTED RETAIL PRICE LIST

MARK SERIES (DREADNOUGHTS)

Mark Jr.....	\$269.00
Mark I.....	315.00
Mark I/12.....	345.00
Mark II.....	369.00
Mark II/12.....	399.00
Mark III.....	409.00
Mark IV.....	509.00
Mark V.....	539.00
Mark V/12.....	569.00

LEGACY SERIES

L9.....	359.00
L99.....	449.00
L999.....	539.00

SEMI-ACOUSTIC SERIES (ELECTRICS)

HH-555.....	649.00
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Available in TS, HS BU, and BR woodgrain finish. Custom gold top finish available at \$50.00 additional cost.

YEAR SERIES

(DREADNOUGHTS)

The '78 Century.....	\$379.00
The '78.....	479.00
The '78/12.....	509.00
The '79 (BL or BR)....	549.00
The '80.....	529.00
The '80/12.....	549.00

(ACOUSTIC ELECTRICS)

The '81 Caribou.....	645.00
The '81 Caribou/12....	675.00
The '81 Gazelle.....	665.00
The '81 Gazelle/12....	695.00

'81 Caribou available in WR, BR, and TAN woodgrain finish.

(JUMBO ACOUSTICS)

The '82.....	645.00
The '82/12.....	665.00

POWER SERIES (ELECTRICS)

Mark X.....	\$525.00
Mark X-B2 Bass.....	575.00
Mark XX.....	799.00
Mark XX-B2 Bass(R or FL)...	869.00

Available in WR, BR, BL, and GR (XX only) and TAN woodgrain finish

SAVAGE SERIES (ELECTRICS)

Savage.....	425.00
Savage Bass(R,MFL,FL)...	475.00
Barbarian.....	475.00

Available in RD, BL, WH, BLU, and YL solid finish.

R: Regular fretted neck;
FL: fretless neck;
MFL: marked fretless neck.

CLASSIC GUITARS

DC 200.....	299.00
DC 300.....	379.00

HARDSHELL CASES:

ACOUSTICS

W-B1 (6-string).....	89.00
12F-B1 (12-string)...	89.00
LC-B1 (Legacy).....	89.00
AR '81 BR (Custom)...	135.00
AR '82 BR (Custom)...	135.00

CLASSIC

C-B1.....	89.00
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ELECTRICS

HC 555 (Custom).....	135.00
PC100 (Power).....	89.00
S-B1 (Savage).....	75.00

BASSES

PC100B (Power).....	94.00
SB-B1 (Savage).....	85.00

ACCESSORIES

CA 800 Clip Amp.....	79.95
DS101C Guitar Stand.....	23.50
DS102C Guitar Stand.....	34.95
MS20B Microphone Stand..	69.95

PLEASE NOTE: '81 Transducer available in any Daign Acoustic Guitar -- please denote with "T" \$90.00 Retail.

COLOR CODES: WR (Wine Red); BR (Brown); BL (Black); TAN (Tinted Tan); GR (Green); BLU (Blue); RD (Red); WH (White); HS (Honey Sunburst); TS (Tobacco Sunburst); BU (Burgundy)

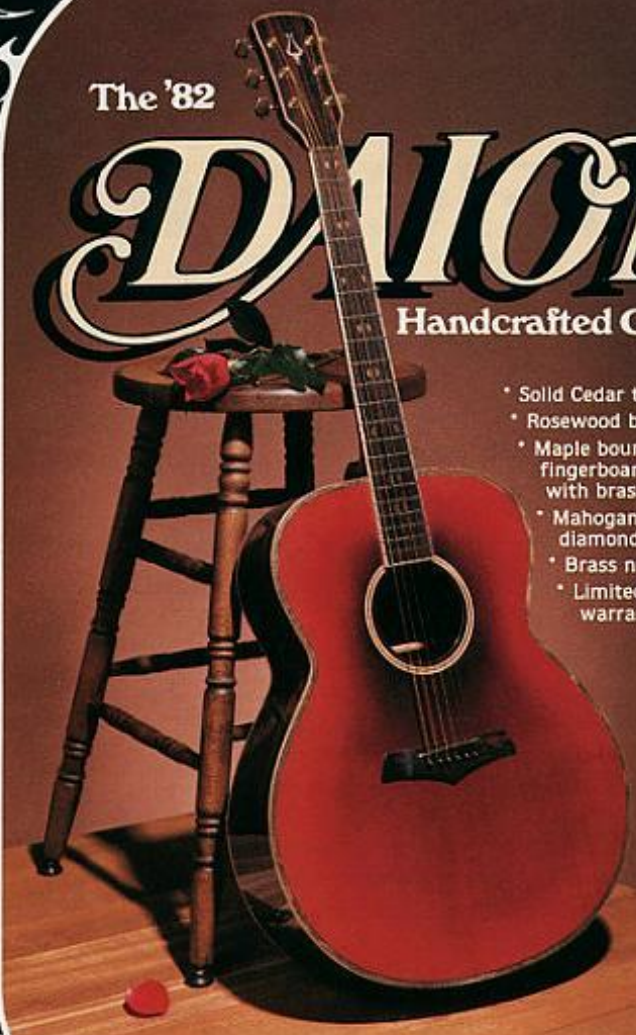
PRICES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

THE '82 SERIES

The '82

DAVIDSON

Handcrafted Guitars

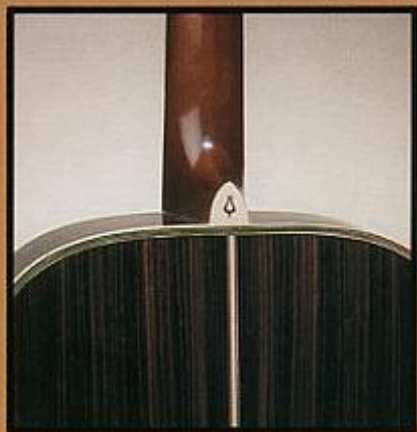
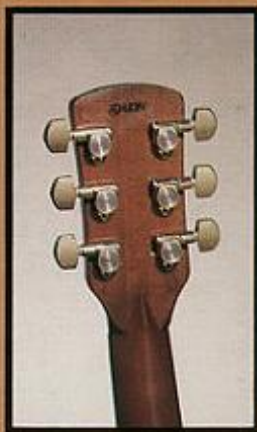
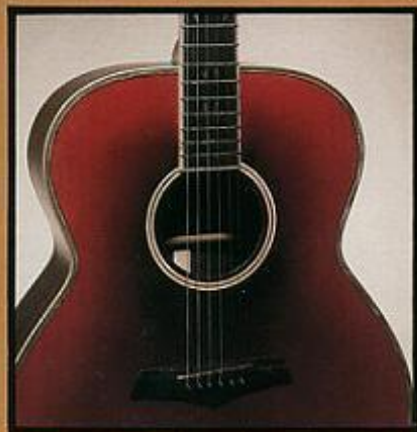


- * Solid Cedar top.
- * Rosewood back & sides.
- * Maple bound headpiece, fingerboard and sound hole with brassoid trim.
- * Mahogany neck with diamond cut.
- * Brass nut & saddle.
- * Limited lifetime warranty.

Send \$1.00 for color catalog to:

MCI, Inc.

P.O. BOX 8053 WACO, TEXAS 76710 PHONE 817/772-4450



THE '82 SERIES SPECIFICATIONS

An addition to Daion's popular Year Series, The '82 combines subtle elegance with lasting quality. The hand stained, wine red top is complimented by brass trim on the headpiece, fingerboard, sound hole and body. The brass nut and saddle help produce a rich, full sound with excellent volume and projection.

- Solid cedar top
- Wine red finish
- Rosewood family back and sides
- Mahogany neck with diamond cut
- Rosewood fingerboard and bridge
- Brass nut and saddle
- Large brass split dot main position markers
- Rosewood bridge pins with brass dots
- Rosewood headpiece overlay with brass logo inlay
- Maple sound hole purfling with brassloid trim
- Maple bound headpiece, fingerboard, body with heavy brassloid trim
- Gold plated rotomatic-type enclosed machine heads
- Light gauge strings

DAION
Handcrafted Guitars

Distributed by:

MCI, Inc., P.O. Box 8053
Waco, Texas 76710
(817) 772-4450

DAION



DC-200

DC-300

MCI, Inc.

P.O. BOX 8053 WACO, TEXAS 76710 PHONE 817/772-4450



DAION presents the first of its Classic Series guitars — the DC-200 and DC-300 classical guitars. These instruments are bright and vibrant, sensitive and expressive with the cedar tops which have made DAION respected throughout the world. Not only do DAION Classics sound beautiful, they look beautiful, made with the same professional craftsmanship as all DAIONS. And, as with all other DAION handcrafted guitars, the Classic Series carries a limited lifetime warranty.

DC-200

- Cedar Top
- Mahogany Back and Sides
- Mahogany Neck
- Rosewood Bridge and Fingerboard
- Bone Nut and Saddle
- Wood Binding

DC-300

- Solid Cedar Top
- Rosewood Back and Sides
- Mahogany Neck
- Rosewood Bridge
- Ebonized Rosewood Fingerboard
- Bone Nut and Saddle
- Wood Binding

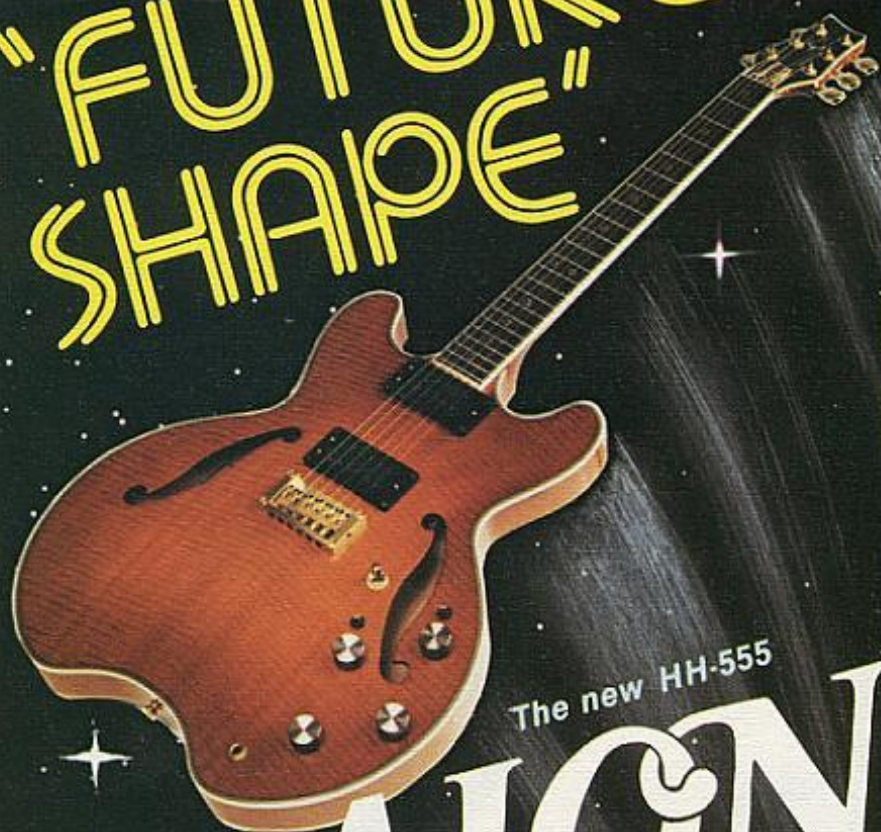
DAION DS-102 Guitar Stand

- Fully Collapsible
- Fits any Electric or Acoustic Guitar—even Oddly-shaped or Off-balance Bodies
- Heavy Chrome Finish with Thickly Padded Rests
- Adjustable Height

MCI, Inc.

P.O. BOX 8053 WACO, TEXAS 76710 PHONE 817/772-4450

"FUTURE SHAPE"



The new HH-555

DAION

...is not just another pretty shape

...it has been engineered for solid functional and acoustical reasons. The "negative" bottom of the HH-555 noticeably improves the overall balance of the guitar, making it easier and less tiring to play. This new contour also adds strength to the shell cavity. Two high-output Power Pulse pickups. A coil-tap switch for each pickup. Through-the-body stringing. Side-lock brass bridge. Add these features to the fact that every Daion guitar is expertly handcrafted. For this reason every Daion guitar carries a limited lifetime warranty.

Who else can make—and stand behind—these claims?

Sound reasons for choosing a Daion guitar!

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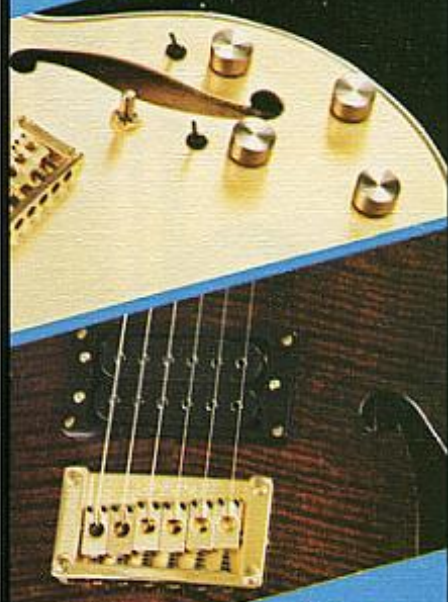
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PHONE 817/772-4450

The only thing
"negative" about the
Model HH-555

DAION

Handcrafted Guitar
is its bottom!

- Other unique features include:
- Inductive-reactor tone circuitry for smoother tone variation.
 - Coil-splitter mini-switch for each Power Pulse pickup, not just the front one.
 - Metallic gold top finish available on special order.



- Through-body stringing provides even better sustain than standard stop tailpieces.
- Bridge side-lock feature secures the individually adjustable brass saddles.
- Triple-screw anti-tilt pickup mounting system
- Book-matched flame-maple top.

mcl, Inc.

BOX 8053 • WACO, TEXAS 76710
PHONE 817/772-4450

Even if you own one of theirs,
you need to try ours!
It's a lot more than just good looks.

Model HH-555

DAION

Handcrafted Guitar

The secret of the HH-555's tone and sustain lies in its center block. It is made with three plies — one dense layer of maple sandwiched between two thick, softer layers of solid spruce. Ten "sound grooves" are routed at either end of the block to add resonance, that elusive "singing" quality associated with some of the first semi-acoustic guitars.

Daion is the first to
stringing on a semi-
that little extra

offer through-body
acoustic to give
sustain.



AVAILABLE IN FIVE FINISHES:



Gold



Brown



Burgundy



Honey Sunburst



Tobacco Sunburst



MCI, Inc.

P.O. BOX 8053 WACO, TEXAS 76710 PHONE 817/772-4450

THE POWER SERIES



MARK XX-B/GR



MARK X/BR

MARK X-B2/WR



MARK XX/TAN



MARK XX/GR

THE POWER SERIES

Like an exotic car, the power series looks fast. They are fast. They are also smooth, dependable and incredibly versatile.

Naturally, the pickups are humbuckers; the hottest available. They can whisper, scream or cry.

The electrics include mini-toggles for a variety of switching capabilities ranging from single-coil settings to double-coil settings or a combination of both.

That gives you an unduplicated variety of sounds ranging from the big humbucking fullness to a sharp reverse phase sound that cuts to the bone.

The unique through-the-body neck construction provides additional strength and a low profile heel for easy fret access.

The adjustable bridge is heavy-duty brass with side lock screws.

Rotomatic-type machine heads assure smooth operation with no backlash.

Frontrunners in the new generation of electric guitars, the Power Series is destined to be copied by many, duplicated by none.

MARK X

- Available in Tan, Wine Red, Brown, Black
- Selected solid Ash body
- 3-piece through-the-body neck construction
- Rosewood fingerboard
- Original powered humbuckers with anti-tilt triple screw system
- Mini-toggle switches
- Brass nuts & saddles
- Ivory celluloid bindings
- Heavy-duty Rotomatic-type machine heads

MARK XX

- Available in Tan, Wine Red, Brown, Dark Green
- Selected Ash body with Rosewood lamination (Tan) or Maple lamination (Other colors)
- 9-piece Maple & Rosewood through-the-body neck construction
- Ebony fingerboard with brass dot positions
- Original powered humbuckers with anti-tilt triple screw system
- Mini-toggle switches
- Brass nut & saddles
- Ivory celluloid bindings
- Heavy-duty Rotomatic-type machine heads

MARK X BASS 2

- Available in Tan, Wine Red, Brown
- Selected solid Ash body
- 3-piece through-the-body neck construction
- Rosewood fingerboard
- Dual Pickups - split single-coil pickups in front and eight pole single-coil pickup in back
- Brass nut & saddles
- Heavy-duty bridge
- Ivory celluloid bindings
- Heavy-duty Rotomatic-type machine heads
- Full 2 octave neck

MARK XX-B

- Available in Tan, Wine Red, Brown, Black, Dark Green
- Selected Ash body with Rosewood lamination (Tan) or Maple lamination (Other colors)
- 9-piece Maple & Rosewood through-the-body neck construction
- Ebony fingerboard with brass dot positions
- Split single-coil pickups in front & 8 pole single-coil pickup in back
- Brass nut & saddles
- Heavy-duty bridge
- Ivory celluloid bindings
- Heavy-duty Rotomatic-type machine heads

