

# DAION HERITAGE SERIES

*Natural Beauty*



**MCI, Inc.**

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



# DAION<sup>®</sup>...

## *a sound as natural as all outdoors!*

If you were a master luthier and had the finest woods at your disposal, how would you build a guitar for yourself?

You would pay close attention to every detail of construction and use the best materials to insure the finest quality throughout.

This is the Daion Heritage Guitar... Master craftsmen building guitars as if they were building them for themselves. Only choice, aged woods are used, and every step of the building process is double-checked for the finer points of craftsmanship, durability, and beauty. A final test for tonal richness is made to confirm that every Daion Heritage Guitar meets the strictest standards of quality throughout.

*Points to look for in the Daion Heritage Guitar are:*

- The aged solid cedar top—selected for beauty, and slightly crowned for rich tonal response.
- The sturdy bracing system—engineered to compliment the overall balance between the rich bass and the crystal clear treble tones.
- The maple binding and a one-piece wide maple purfling for a touch of elegance.
- The brass nut and saddle for balanced open string response and increased sustain.
- The elegant mahogany sides and back for strength as well as beauty.
- The rosewood fingerboard and bridge for beauty and durability.

#### THE 78 DAION HERITAGE GUITAR

Dreadnought body • Aged solid cedar top with hand-stained mahogany finish • Mahogany sides and two-piece back • Brass nut and saddle • Brass side and main position markers • Rosewood fingerboard and bridge • Maple binding and purfling • Rosewood string pins and end pin • Gold plated, sealed tuning machines.

#### THE 78/12 DAION HERITAGE GUITAR

The same basic guitar as the model 78 with slotted headstock • Gold plated 6 on plate tuning machines.

#### THE 79 DAION HERITAGE GUITAR

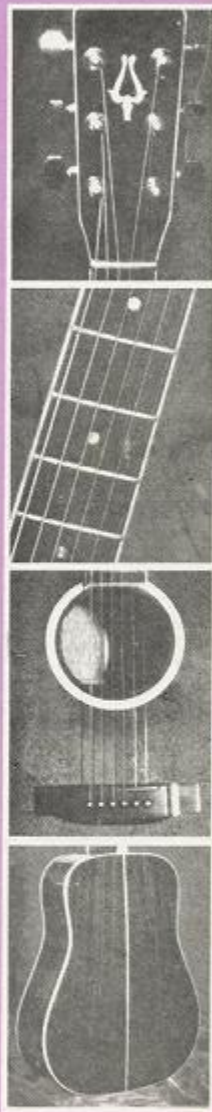
Dreadnought body • Aged, solid cedar top • Mahogany sides and two-piece back • Durable, high-gloss black finish • Brass nut and saddle • Rosewood fingerboard and bridge • Brass binding • Rosewood string pins and end pin • Gold plated, sealed tuning machines.

Note attractive hand-carved mark on head piece; the gold plated, sealed tuning machines; and, the brass nut.

Hardwood neck with rosewood fingerboard has brass main and side position markers.

The distinctive maple rosette inlay around sound hole and the rosewood bridge & pins with brass saddle combine to create a tone of elegance and professionalism.

The sides and back are beautifully formed from mirror-matched mahogany.



*\*All Daion Guitars are constructed with extra long adjustable truss rods which extend through the end block at base of the neck to the 20th fret (instead of the 14th fret like some other guitars) for maximum strength and more precise adjustment. Adjustment is made through the sound hole directly under the fret board.*

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# DAION<sup>®</sup> YD & YW SERIES

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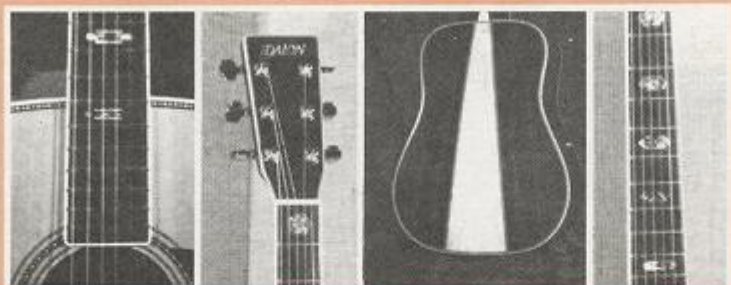
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## *a sound as natural as all outdoors!*



Attractive, close-grained solid spruce top. Friction-free, sealed, gold plated tuning machines. Pearl position markers. Model YW 50 M has unusual three-piece rosewood & maple back.

### *The last word on guitars must come from you -*

With every guitar on the market claiming to be the best value for the price, it is difficult to know which instrument to buy.

We at MCI make similar claims for Daion Guitars. We believe that Daion Guitars are unsurpassed in quality; that our materials are the finest, and our sound is rich and balanced.

These are, however, just so many words.

You are the final judge because it is your critical eyes and ears that must substantiate these claims.

We ask you to compare Daion Guitars—feature for feature, sound for sound, and price for price—with the best competitive guitar. When you do we are confident you will agree that Daion Guitars are the finest value for the price.

#### **DAION YW 10 GUITAR**

Dreadnought body • Spruce top • Nato sides and back • Rosewood fingerboard and bridge • 3 on plate tuning machines.

#### **DAION YW 12 GUITAR**

Dreadnought body • Spruce top • Rosewood sides and two-piece back • Rosewood fingerboard and bridge • Individual tuning machines.

#### **DAION YF 30 GUITAR**

Original shaped folk-size guitar • Spruce top • Rosewood sides and two-piece back • Rosewood fingerboard and bridge • Slotted headstock • 3 on plate tuning machines.

#### **DAION YW 25/12 GUITAR**

Dreadnought body • Spruce top • Mahogany sides and two-piece back • Rosewood fingerboard and bridge • Slotted headstock • 6 on plate tuning machines.

#### **DAION YD 35 GUITAR**

Dreadnought body • Spruce top • Rosewood sides and two-piece back • Rosewood fingerboard and bridge • Bone nut and saddle • Pearl, snowflake position markers • Individual, sealed friction-free tuning machines.

#### **DAION YW 40 M GUITAR**

Dreadnought body • Aged, solid spruce top • Rosewood sides and two-piece back • Rosewood fingerboard and bridge • Bone nut and saddle • Six pearl position markers • Individual, sealed friction-free tuning machines.

#### **DAION YW 50 M GUITAR**

Dreadnought body • Aged, solid spruce top • Rosewood sides and three-piece back • Rosewood fingerboard and bridge • Bone nut and saddle • Eight pearl position markers • Individual, sealed friction-free gold plated tuning machines • Pearlloid binding and rosette.

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# DAION MARK SERIES

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Distinctive rosewood pick guard contrasts with the solid cedar or spruce top. Note uniquely shaped bridge on Mark V model. Bone saddle. Beautiful mirror-matched maple back.

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While most other guitar manufacturers rely on reputation, Daion is forging a new dimension in acoustic steel string guitars.

Daion craftsmen, realizing that solid cedar is one of nature's best woods for soundboards and that it is a traditional wood for many fine classic and flamenco guitars, asked the question, "Why not for acoustics?" After much research, Daion has combined solid cedar, mahogany, rosewood, and other fine woods to create a distinctively new line of guitars—designed for beauty, durability, projection and tonal quality.

Each Daion guitar is checked and rechecked for quality. And best of all, they are affordable, no matter what your price range.

These distinctive Daion guitars offer the discriminating guitarist an alternative to the look-a-like, sound-alike instruments produced by most other companies.

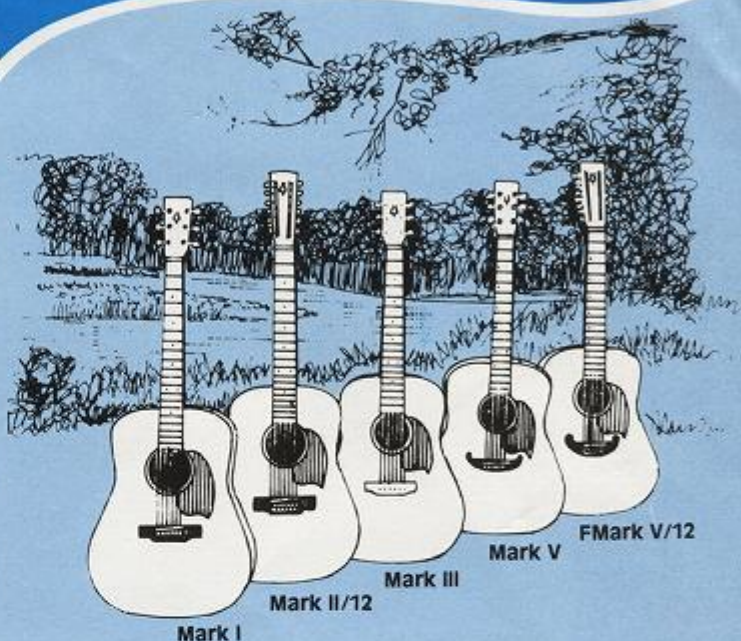
But words and pictures cannot tell the whole story. Only by playing and seeing these fine instruments can you realize their quality and value. Play a Daion Mark Series guitar at your authorized Daion dealer today!

### MARK I

Dreadnought body • Aged solid cedar top • Mahogany sides and back • Rosewood fingerboard and bridge • Rosewood pickguard • Individual sealed tuning machines • Mark II/12 model has slotted headstock • 6 on plate tuning machines.

### MARK II AND MARK II/12

Dreadnought body • Aged solid cedar top • Redwood sides and two-piece back • Rosewood fingerboard and bridge • Rosewood pickguard • Individual sealed tuning machines • Mark II/12 model has slotted headstock • 6 on plate tuning machines.



### DAION MARK V & MARK V/12

Dreadnought body • Solid cedar top • Rosewood sides and two-piece back • Rosewood fingerboard and uniquely shaped bridge • Bone nut and saddle • Herringbone binding • Rosewood pickguard • Individual sealed friction free tuning machines • Twelve string model has slotted headstock • 6 on plate tuning machines.

### MARK III AND MARK III/12

Dreadnought body • Spruce top • Maple sides and two-piece back • Maple neck • Maple fingerboard and bridge • Brown dot position markers • Individual sealed machine heads • 12 string model has slotted headstock • 6 on plate tuning machines.

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