



Seventy Seven

GUITARS

Japanese Engineered Series



Since its establishment in 1977 the Headway factory has kept its focus on the development of the acoustic resonance of guitars. For over 30 years our principle goal is complete handcrafting, with a keen eye for the finest selection of materials.

Takaesu Masayuki, one of the best luthiers at the factory, had a dream to create a series of semi-acoustic guitars that inherited the superb resonance of Headway acoustic guitars. In 2006 he eventually crafted the first 30 limited production semi acoustic guitars with the brand name "Seventy Seven"

He designed an original semi hollow body in which the whole cavity was made as large as possible while the core part of the center block remained. The body produces the ideal tonal balance between rich acoustic reverberation and the solid attack required for an electric guitar.

This limited production of Seventy Seven guitars received favorable reviews both in Japan and overseas. This established Seventy Seven guitars and the brand was continued and expanded to respond to the great demand arising in the market place. Since then Seventy Seven guitars have been loved by many guitarists worldwide who seek genuine quality.

In 2012 we are starting a new Seventy Seven series named "Japanese Engineered Series". These guitars are manufactured at our Deviser Philippines Factory. This series will carry on the original philosophy of guitar building from 1977.



The craftsmanship inherited beyond the ocean

Kei Yatsuzuka began working with guitar manufacturers in the early 1970's. It was here he began his ambitious goal of creating second to none quality acoustic guitars to meet his own high standards. In 1977 Kei founded the Headway factory in order to produce guitars of a quality that could be compared to old legendary guitars made in the USA.

At the Headway factory we have followed the traditional way of guitar manufacturing. This is represented by precise handcrafting and our endeavor for the best method in every aspect of guitar manufacturing. Today we have moved our main production to the successor factory "Aska". Here we continue manufacturing Headway guitars, which have been referred to as the world's highest quality.

In 2007, we established a new factory in the Philippines to continue providing quality instruments at reasonable prices. In order to maintain our philosophy of high quality guitar manufacturing, no compromises were made. We imported essential equipment, such as belt sanders and router bit machinery from Japan, along with our methods and techniques established in the Japanese factories at Headway and Aska. Experienced luthiers from Headway instructed the Philippine luthiers in the manufacturing methods so that necks and bodies are minutely crafted to the same high standard achieved in our Japanese factories. For example, necks are crafted into rough shape firstly, and correctly dried until the timber is stable, then they are refined into the final shape. By taking those steps necks can be made stable and durable for many years to come. All the woodwork is done by hand, not computer programmed NC routers. That is because only hands of experienced luthiers can craft the correct shape of guitar components. By using router bits at the most appropriate power & speed depending on direction of wood grain and individual differences of the timbers. Accurate wood crafting is essential for guitar construction to produce our

originally designed sound as well as a beautiful finish.

Another essential component is the selection of materials. Basic materials such as tonewood, truss rods, frets and coating materials are the same ones used on our high end products made at Japanese factories.

Besides techniques, equipment and materials, we consider the heart of workers as the most important factor in building guitars. The reason why we chose the Philippines as the place for our new factory, is not only because it is close to Japan and easy to communicate with each other, but also for the music-loving character of the Philippine people. Since Western music has been popular there for a long time, guitar culture is deeply rooted in the Philippines. The employees gathering at our factory are not just manual labourers, but working as luthiers who love instruments, guitars, and music. That is why they can share the same ambitions with us and spare no effort to improve the quality of guitar building. The style and philosophy of Headway's guitar manufacturing is passed on to the new factory beyond generations and countries. From that base we will keep producing instruments that are loved by guitarists all over the world.



Neck Seasoning



Necks are crafted into rough shape firstly, and correctly dried until the timber is stable.

Woodwork



All the woodwork is done by hand, not computer programmed NC routers.

Finishing



The finest coating materials are sent from Japan. For beautiful and even finish.

Fret-buffing



Every part of fingerboard is covered with tape when the frets are being buffed to maintain the best condition.

Quality control



Every guitar is inspected and set up in perfect condition before shipped out from the factory.

Masayuki Takaesu



The master builder of Deviser Philippine factory, and the originator of Seventy Seven guitars

After graduating from guitar building school, Masayuki started his career as a guitar builder in 1986 at the Headway factory. He showed his natural talent on the building of custom guitars. Besides crafting guitars at Headway, he often visited Asian factories to advise the workers on techniques on guitar building. Through this experience, he was able to overlook the entire processes of guitar building and was given the position of Technical manager at the Headway factory. Here he could oversee every aspect of manufacturing from design and development to quality control.

Masayuki originally had a great motivation to create original semi-acoustic guitars, as he is passionate about Jazz music. After experiences of building various types of custom semi-acoustic guitars, he began developing prototypes of his own semi-acoustic guitars.

In 2006, he eventually completed the ideal series of semi-acoustic guitars, which was named "Seventy Seven" from the year Headway factory established.

Next year he became the factory manager of the new Deviser factory established in the Philippine. In 2012, after successfully managing production of the Philippine factory, he is able to begin the new Seventy Seven "Japanese Engineered" series.



ALBATROSS MODEL ALB

In our ALB semi-acoustic guitars, the whole cavity is made as large as possible while the core part of center block remains. The body produces the ideal tonal balance between rich acoustic reverberation and the solid attack required for an electric guitar.



ALB-1
Plane Maple Top



ALB-2
Flame Maple Top



STORK MODEL STK

Despite the familiar specification of our STK series with its mahogany body and maple top, our guitars are anything but traditional. The guitars are not only hollowed out to the cutaway section, but are extended all the way to the mounting studs of the bridge in order to create the largest reverberation chamber possible.



STK-1
Plane Maple Top

STK-2
Flame Maple Top



details

Finish



Body is done beautifully with thin urethane finish for rich reverberation.

Neck joint



Tight and deep neck joint transmits string vibration to the body without loss.

PU



The pickups are originally customized to match the semi-acoustic resonance.

Bridge & Tailpiece



ABR-1 sized bridge and aluminum tail piece.

Neck



The neck is minutely refined and finished with even coating for comfortable playability.

Fingerboard & Nut



All the frets are aligned in height on the straight fingerboard. That ensure good tonal balance at every position at fingerboard.

specifications

	ALB-1	ALB-2	STK-1	STK-2
BODY TOP	PLANE MAPLE	FLAME MAPLE on MAPLE	PLANE MAPLE	FLAME MAPLE on MAPLE
BODY BACK	PHILIPPINE ALDER(Semi Hollow)	PHILIPPINE ALDER(Semi Hollow)	MAHOGANY - Semi Hollow	MAHOGANY - Semi Hollow
NECK	MAHOGANY	MAHOGANY	MAHOGANY	MAHOGANY
FINGER BOARD	ROSEWOOD	ROSEWOOD	ROSEWOOD	ROSEWOOD
TUNERS	RM1190C	RM1190C	RM1190C	RM1190C
PICK UPS	77 ORIGINAL	77 ORIGINAL	77 ORIGINAL	77 ORIGINAL
NUT	BONE	BONE	BONE	BONE
BRIDGE	LP53BRD	LP53BRD	LP53BRD	LP53BRD
TAIL PIECE	LTAL	LTAL	LTAL	LTAL
COLOR	SB , BLK , CR	STR , STB , CHB	GO , BLK	FCS , LB , STB



ALB-1 Plane Maple Top



ALB-2 Flame Maple Top

colors



STK-1 Plane Maple Top



STK-2 Flame Maple Top



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Deviser Co.,Ltd.

7072-6 Sasaga, Matsumoto Nagano, Japan

Mail : info@deviser.co.jp

Website : www.deviser.co.jp



SPECIAL AGENT

Please bear in mind that the photos may be slightly different from actual colors.
Details of specification and design may be changed without notice due to improvements.