



ESTABLISHMENT OF HEADWAY

mid 70's Japanese acoustic guitar industry began growing thanks to the influence of popular folk singers and groups such as "Yoshida Takuto" and "Kaguyahime". However, it was still hard to find a decent quality acoustic guitar at an affordable price in the Japanese market at that time. The Japanese guitar industry at that time was yet to have enough knowledge and experience to build quality acoustic guitars. In 1977 Yatsuzuka Kei and young, enthusiastic guitar builder Momose Yasuo started up Headway guitars as a quest for second-tonone quality and world-class tone, that can be compared to the most famous and expensive guitars from the US. The very first thing they did after the launch of the company is an investigation of a highend acoustic guitar made in the USA. They disassembled it to learn the construction and the techniques cultivated over many years by the pioneers, and more importantly, establish their own way of acoustic guitar building to make further improvements and unique tone instead of just copying it. Our long-selling model HD-115 was finally released in the end of '70s and Headway soon gained awareness and great reputations in the market often referred to as "Japan's best acoustic brand"

FIRE ACCIDENT AND **DISCONTINUATION OF PRODUCTION**

owever, in 1983, having suffered a fire accident and lost jigs and every important tools and equipment for acoustic guitar building, Headway had no other choice than to cease the production of acoustic guitars.

In 1984 the company was rebuilt with the renewed name "Deviser" and we determined to focus on building electric guitars and

basses as their demands were increasing at that time due to the popularity of hard rock and heavy metal music. Couples of new brands were commenced after that -"Riverhead" in mid 80's, "Bacchus" in mid 90's and more. Deviser also started OEM of other guitar makers and that greatly contributed to raising its quality standard. We tried and acquired new techniques including neckthrough electric guitar, 6 string electric basses, new truss rod system, and much more.

RESUMING ACOUSTIC GUITARS

hile we were steadily enhancing the business of electric guitars and basses year by year after rebuilding the company, we gradually got aware of people's voices to demand Headway acoustic quitars.

Headway Guitars Chronology It was 1999 when we got a letter from an enthusiastic fan of Headway acoustic guitars, who ran an online forum on which Headway users gathered and shared information of old Headway guitars build in 70's to 80's before we had ceased the production. We were really impressed by the online forum, knowing how much they loved our acoustic guitars and were desperate for reproduction of

Headway guitars.

The existence of the online forum moved Yatsuzuka Kei and Momose Yasuo a lot, and they finally decided to resume Headway acoustic quitars. Shortly after the decision, Momose

Yasuo started remaking the tools and jigs for acoustic guitar building, and Headway was finally back to the industry with the relaunch of 128pcs limited HD-115.

YOUNGER GENERATIONS

esides his own works on guitar building, Momose also puts efforts to educate younger builders to inherit his great expertise. In the 2010s, Headway launched "Aska Team Built" series and "Standard" series, built by groups of younger builders who had trained for many years under Momose's education.

And in order to deliver Headway's quality to a wider range of people, we also produce more affordable lines called "Universe" series and "JT series" under quality control of experienced builders. In the meantime,



1977_2017 The History of Headway

Anniversory 2017

40th-Anniversary models were released.

2015

The local government of Nagano rewarded Momose Yasuo as "Master Artisan in Nagano" (Shinshu No Meiko)

2014

The first Headway guitar built with solid sakura wood was released

Headway Aska Team Build series was commenced.

Headway Standard series was commenced.

2008

Headway Standard series was

commenced.

2005

Headway Customshop "500" series was commenced.

2002

Headway Universe series was commenced.



Having been encouraged by enthusiastic fans who gathered at the online forum called "Headway Saiko", Headway resumed the production of acoustic guitars.

1983

Headway lost the facility of acoustic guitar building because of a fire accident. After that, the factory started focusing on electric guitars and commenced new brands such as Riverhead and Bacchus.

1977

Headway company established in the Summer. The first Headway guitar was released in December after the development of 6 months. Since then, various models including HD-115, HD-530, HD-512, HD-210, HD-207, HF-415, HD-815 and more had been produced by 1983.



Headway Saiko website



Head office



ince the establishment in 1977, we have consistently kept on small quantity production with the principle of handmade because it is the most important factor to create quality instruments. Our experienced builders acknowledge differences and characters of each tonewood and knows how to properly process them.

In today's acoustic guitar industry, most of the manufacturers are distinguished to either mass-production factory or boutique workshop run by an individual or a group of a few builders. However our Aska workshop, where Headway Customshop, ATB, STD series are built has intermediate scale of production between mass-production factory and boutique workshop, and that is the reason why it is so unique and results in great performance/cost ratio.

General mass-Production factory

Advantage: Ability to produce plenty of guitars in a short period. So production cost per guitar is low.

Disadvantage: More difficult to pursue quality

and lacks flexibility because it takes more time and efforts to change and/or improve the production system.

General Boutique-workshop

Advantage: Quality is thoroughly controlled by experienced builders and flexible custom options are often available.

Disadvantage: It takes more time and costs to produce one guitar. So it tends to be that they produce only quite expensive instruments that limited people could afford.

Aska Workshop

At Aska our workshop most of the production process is done by hands of builders without CNC routers so that great attention is paid to every detail of guitar just like the way a boutique workshop builds guitars. However, we also pursue productivity while maintaining the quality of boutique workshop by dividing the production to multiple segments depending on the stage of building and assign experts to each segment. Our workshop consists of multiple booths and each of them is designated to a certain segment of guitar building such as painting booth, woodworking booth, assembling booth. And the entire production is watched by chief builders to consistently keep the quality standard.



Craftmanship at Aska Workshop

Neck Joint

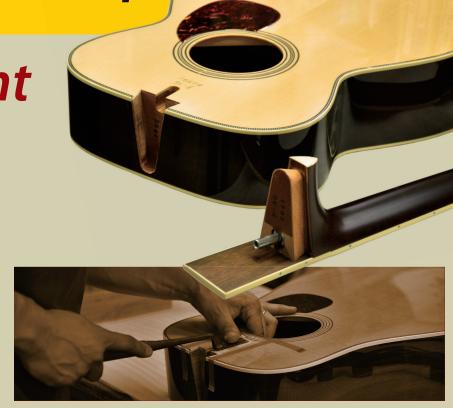
Post-coating neck joint

t ATB and Customshop line, we finish neck and body separately in advance they are put together. We call this way "ato-jokomi" in the Japanese language. Today not so many makers do the same way as we do. In general, acoustic guitar manufacturer finishes guitars after neck and body are put together. It is more efficient way of building as it takes less time to finish the whole guitar than to finish neck and body separately and less attention needs to be paid to neck joint because it can cover a slight gap opened between neck and body with the coating material. The disadvantage of finishing guitar after neck joint is that it inevitably causes a pool of coating material along the border of neck and body. By finishing them separately, our Customshop and ATB guitars have a beautiful neck joint without such pool of coating materials, and more importantly, it proves the neck joint section is precisely processed with great attention.

Dovetail joint

The dovetail joint greatly contributes to the tone of an acoustic guitar increasing articulations and sustain. On our neck, the V shaped mortise is carefully designed to be tightly inserted into the body. This construction increases the strength of the joint section and contributes to the sound and resonance.













Bracing Patterns

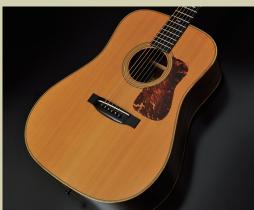
Soundboard bracing patterns of Headway

Bracing is the system of wooden struts that internally support and reinforce the soundboard and back of acoustic guitars. Such struts are called brace wood. Normally brace woods are made out of spruce. At Headway, we use several bracing patterns depending on the tonewoods and the sound we aim for. Here are three principal bracing patterns at Headway guitars.

Normal-shifted non-scalloped X bracing

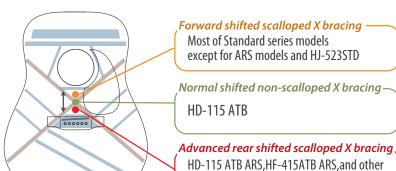
Karacing crosses 38mm away from the edge of the soundhole on this pattern. Non-scalloped brace woods and large Rosewood reinforcement under the bridge durably support the soundboard preventing it from collapsing.

We developed original HD-115 and many of our old guitars built in the '70s to '80s



'70s HD-530

Headway's Principal Bracing Patterns



ARS Models

featured this bracing pattern with a hope that customers of these guitars could keep playing for a long time with less chance of problems and enjoy the tone gradually gets enhanced as times passes.

We occasionally have an opportunity to see our old customers who own such vintage Headway and are happy to see they are still in a good condition and produce a fully enhanced tone.

Forward-shifted scalloped X bracing

On this pattern, the crossing point of X bracing is placed forward nearer the soundhole. The lower bout of the soundboard is opened up so that it vibrates well with more bass response. Generally, a guitar built with forward-shifted bracing produces more open and louder sound from the beginning.

Advanced rear shifted scalloped X bracing

A new bracing pattern we started using in 2016. The X bracing crosses around

46mm away from the soundhole, closer to the bridge. We took a vintage acoustic guitar built during wartime as an example to develop this pattern and added our own tweaks to create our own unique tone.

The lower bout of the soundboard is tightened up and that results in more focused tone with a sparkle, and more durable reinforcement of the top. We carefully adjusted amount and position of scallop as we didn't want the sound to be too stiff. After some pilot samples, we finally reached an ideal tone that is well-balanced with tight low-end and bright shimmer and superb articulation.

About scalloped X bracing

Scalloping is to shave brace woods to reduce the volume of woods. In general, the soundboard will be more vibrated with scalloped brace woods and that will result in more volume and richer overtones. On the other hand, scalloped bracewoods has less strength to support the board.

Bridge

t is important to firmly glue a bridge onto acoustic guitar's top in order to prevent the bridge from coming off from the body by strong tension of strings and to properly transmit the strings' vibration to the sound board.

When we glue a bridge onto a sound board, we firstly remove coating material of the area where it is to be glued on, completely in the same shape as the bridge's outline.

Some guitar manufacturer intentionally removes coating material slightly smaller than the outline of the bridge for the aesthetic reason. The border of removed area and coated area can easily be hidden by the bridge in that way. However, the way above



will make a slight gap between bridge and body top because of the coating layer left inside the outline of the bridge and causes less vibration transmitted from strings to the body. So we carefully remove the coating material in the same shape as the bridge's outline so that it is firmly glued onto top.



Seasoning Tonewoods

easoning of tonewoods is one of the most important processes to build a quality guitar. Tonewoods are influenced by temperature and humidity due to their natural property and could be warped, shrunk or expanded if they are not properly seasoned. At Aska workshop, tonewoods spend almost 85% of the whole production time being seasoned both artificially and naturally.



Kiln Dry facility

After spending months being naturally seasoned, every tonewood is steam kiln dried as the final step of seasoning process. Highly controlled kiln drying is essential to season different kinds of tonewoods to their best conditions according to their species and purpose of use.

The process of kiln drying is divided into the 4 steps;



high temperature, moisture content involved in their fibers will be even throughout timbers and the fibers become flexible.

After this it gets easier to control the amount of wood moisture and following 3 steps will be more experientially done.

experientially done.

2 Dehumidification



slowly dehumidifying the timbers to almost 0% moisture content. Stability of timbers is increased after step.



3 Temperature control



steaming the timbers again to around 7% moisture content, the ideal moisture content for tonewoods. If the mositure content is less than this, tonewoods will more easily absorb moisture and that would later result in expanding or warping. And generally, tonewoods are less resonant if moisture content is more than 7%.

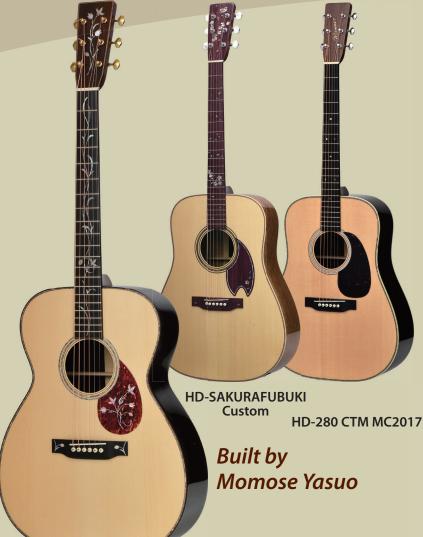
4 Cooling down



slowly cooling down timbers to normal temperature so that they are ready to be processed.

Customshop Builders







C2017 Built by Yasui Masato

Customshop Models

OM-2016 CUSTOM VINE



HD-CONCEPT #Y6

HD-Yozakura Y's Special #Y15

HO-CONCEPT #Y1



he Headway Aska Team Build guitars are built by a group of the most experienced builders who had worked with Momose Yasuo for many years.

They inherited Momose's manufacturing methods, including post-coating neck adjustment and dovetail joints, all

of which require precise craftwork. Needless to say, Aska Team Build Guitars are made with the great care of luthiers. Headway Aska Team Built offers a valuable line-up built by professional luthiers with the hope that the guitars will last a lifetime of appreciation.

Specification	
Body Top	Sitka Spruce
Body Side & Back	Indian Rosewood
Neck	African Mahogany 1P
Fingerboard	Ebony
Nut & Saddle	Bone
Bridge	Ebony
Pickguard	Red Tortoise
Machineheads	GOTOH/SG-301 05 GG
Scale Length	645mm(HD),628mm(HF)
Width at Nut	43.0mm
Bracing	Advanced Rear Shifted Scalloped X Bracing
Finish	Thin Urethane

Specification	
Body Top	Sitka Spruce
Body Side & Back	Indian Rosewood
Neck	African Mahogany 1P
Fingerboard	Ebony
Nut & Saddle	Bone
Bridge	Ebony
Pickguard	Brown Tortoise
Machineheads	GOTOH/SG-301 05 GG
Scale Length	644mm(HD),628mm(HF)
Width at Nut	43.0mm
Bracing	Normal Shifted Non- Scalloped X Bracing(HD) Semi-Forward Shifted Non- Scalloped X bracing(HF)
Finish	Thin Urethane



HD-115 ATB ARS

Specification	
Body Top	Adirondack Spruce
Body Side & Back	Sakura
Neck	Honduras Mahogany 1P
Fingerboard	Purple Heart
Nut & Saddle	Bone
Bridge	Purple Heart
Pickguard	Purple Heart Sakura Inlay
Machineheads	GOTOH/SGV-510Z L5 GG
Scale Length	645mm(HD),628mm(HF)
Width at Nut	43.0mm
Bracing	Forward Shifted Scalloped X Bracing
Finish	Thin Urethane

Specification	
Body Top	Adirondack Spruce
Body Side & Back	Sakura(someiyoshino)
Neck	Honduras Mahogany 1P
Fingerboard	Purple Heart
Nut & Saddle	Bone
Bridge	Purple Heart
Pickguard	Purple Heart Sakura Inlay
Machineheads	GOTOH/SGV-510Z L5 GG
Scale Length	645mm(HD),628mm(HF)
Width at Nut	43.0mm
Bracing	Forward Shifted Scalloped X Bracing
Finish	Thin Urethane

Specification	
Body Top	Adirondack Spruce
Body Side & Back	Aged Honduras Rosewood
Neck	Honduras Mahogany 1P
Fingerboard	Aged Honduras Rosewood
Nut & Saddle	Bone
Bridge	Aged Honduras Rosewood
Machineheads	GOTOH/SE-780 06M GG
Scale Length	648mm(HD),632.5mm(HF)
Width at Nut	43.0mm
Bracing	Forward Shifted Non- Scalloped X Bracing
Finish	Thin Urethane

Specification	
Body Top	Adirondack Spruce
Body Side & Back	Madagascar Rosewood
Neck	Cuban Mahogany 1P
Fingerboard	Ebony
Nut & Saddle	Bone
Bridge	Ebony
Pickguard	Red Swirl
Machineheads	GOTOH/SXN-510V 06M XG
Scale Length	645mm(HD),628mm(HF)
Width at Nut	43.0mm
Bracing	Advanced Rear Shifted Scalloped X Bracing
Finish	Thin Urethane

Specification	
Body Top	European Spruce
Body Side & Back	Plain Maple(SWING) Indian Rosewood (SOLOIST)
Neck	African Mahogany 1P
Fingerboard	Ebony
Nut & Saddle	Bone
Bridge	Ebony
Pickup	MiSi Acoustic Trio
Machineheads	GOTOH/SG-301 EN07 C
Scale Length	644mm
Width at Nut	44.5mm
Bracing	Forward Shifted Scalloped X Bracing
Finish	Thin Urethane





some of the manufacturing processes to increase productivity and offer more budget-friendly prices without compromising the quality.





Specification	
Body Top	Sitka Spruce
Body Side & Back	Indian Rosewood
Neck	African Mahogany 1P
Fingerboard	Ebony
Nut & Saddle	Bone
Bridge	Ebony
Machineheads	GOTOH/SG-301 05 GG
Scale Length	644mm(HD),628mm(HF)
Width at Nut	43.0mm
Bracing	Forward Shifted Scalloped X Bracing
Finish	Thin Urethane



HD-115 ARS/STD



HF-415 ARS/STD



Specification	
Body Top	Sitka Spruce
Body Side & Back	Sakura
Neck	African Mahogany 1P
Fingerboard	Ebony
Nut & Saddle	Bone
Bridge	Ebony
Machineheads	GOTOH/SG-301 05 GG
Scale Length	644mm(HD),628mm(HF)
Width at Nut	43.0mm
Bracing	Forward Shifted Scalloped X Bracing
Finish	Thin Urethane

Specification	
Body Top	Sitka Spruce
Body Side & Back	Sakura
Neck	African Mahogany 1P
Fingerboard	Purple Heart
Nut & Saddle	Bone
Bridge	Purple Heart
Pickguard	Purple Heart
Pickup	FISHMAN INK400
Machineheads	GOTOH/SG-301 05 GG
Scale Length	644mm
Width at Nut	43.0mm
Bracing	Forward Shifted Scalloped X Bracing
Finish	Thin Urethane

Specification	
Body Top	European Spruce
Body Side & Back	African Mahogany
Neck	African Mahogany 1P
Fingerboard	Ebony
Nut & Saddle	Bone
Bridge	Ebony
Pickup	FISHMAN INK400
Machineheads	GOTOH/SG-301 B07 N
Scale Length	644mm
Width at Nut	44.5mm
Bracing	Forward Shift Scalloped X Bracing
Finish	Thin Urethane

Specification	
Body Top	Sitka Spruce
Body Side & Back	African Mahogany
Neck	African Mahogany 1P
Fingerboard	Ebony
Nut & Saddle	Bone
Bridge	Ebony
Machineheads	GOTOH/SG-301 05 C
Scale Length	644mm(HD),628mm(HF)
Width at Nut	43.0mm
Bracing	Forward Shifted Scalloped X Bracing
Finish	Thin Urethane

Specification	
Body Top	Sitka Spruce
Body Side & Back	African Mahongany
Neck	African Mahogany 1P
Fingerboard	Ebony
Nut & Saddle	Bone
Bridge	Ebony
Machineheads	GOTOH/SG-301 01 C
Scale Length	628mm
Width at Nut	43.0mm
Bracing	Non-Scalloped Original Double X Bracing
Finish	Thin Urethane





eadway Japan-Tune-up series are built at the overseas factory and then literally "tuned up" at our Deviser workshop to enhance playability and tone. They are carefully set up for great playability and sound. JT series is recommended to entry-level players who want to start with a decent acoustic guitar.



Features of JT series



Nut and Saddle

On every JT guitar, nut and saddle are carefully adjusted to offer the best string actions so that they are easy to play and sound nice. Edges of nut and saddles are smoothly rounded for comfortability



Fret

The fret wires are filed to keep even response and tone from every fret, with sand papers in different grit sizes being used. The edges of frets are rounded for smooth access to higher frets and comfortability.

Strings

The JT guitars are strung with Elixir phosphor bronze light gauge strings by factory default

Headstock inlay

The eagle motif inlay on headstock was originally featured on Headway customshop 500 series built in the mid-2000s



Soundhole label

The serial number of each guitar is handwritten on the sound hole label made from Japanese traditional paper.



Deluxe Gig bag

Brown deluxe gig bag with thick padding comes along with every JT guitar







Body Top	Spruce Solid
Body Side & Back	Sapele Solid
Neck	Nato
Fingerboard	Rosewood
Nut & Saddle	Bone
Bridge	Rosewood
Pickguard	Yellow Tortoise
Machineheads	Rotomatic Type(Ebony buttor
Scale Length	648mm
Width at Nut	43.0mm
Bracing	Scalloped Normal X Bracing
Finish	Urethane Gloss
Specification	
Body Top	Spruce Solid
Body Side & Back	Sapele Solid
Neck	Nato
Fingerboard	Rosewood
Nut & Saddle	Bone
Bridge	Rosewood
Pickguard	Yellow Tortoise
Machineheads	Rotomatic Type(Ebony buttor
Scale Length	628mm
Width at Nut	43.0mm
Bracing	Scalloped Normal X Bracing
Finish	Urethane Gloss
Specification	
Body Top	Spruce Solid
Body Side & Back	Sapele Solid
Neck	Nato
Fingerboard	Rosewood
Nut & Saddle	Bone
Bridge	Rosewood
Pickguard	Red Tortoise
Machineheads	Rotomatic Type(Ebony buttor
Scale Length	628mm
Width at Nut	43.0mm
Bracing	Scalloped Normal X Bracing
Finish	Urethane Gloss

bracing	Scalloped Normal & Bracing
Finish	Urethane Gloss
Specification	
Body Top	Spruce Solid
Body Side & Back	Sapele Laminated
Neck	Nato
Fingerboard	Rosewood
Nut & Saddle	Bone
Bridge	Rosewood
Pickguard	Yellow Tortoise
Machineheads	Rotomatic Type
Scale Length	648mm
Width at Nut	43.0mm
Bracing	Scalloped Normal X Bracing
Finish	Urethane Gloss
Specification	
Body Top	Spruce Solid
Body Side & Back	Sapele Laminated
Neck	Nato
Fingerboard	Rosewood
Nut & Saddle	Bone
Bridge	Rosewood
Pickguard	Yellow Tortoise
Machineheads	Rotomatic Type
Scale Length	628mm
Width at Nut	43.0mm
Bracing	Scalloped Normal X Bracing
Finish	Urethane Gloss
Specification	
Body Top	Spruce Solid
Body Side & Back	Sapele Laminated
Neck	Nato
Fingerboard	Rosewood
Nut & Saddle	Bone
Bridge	Rosewood
Pickguard	Red Tortoise
Machineheads	Rotomatic Type
Scale Length	628mm
Width at Nut	43.0mm
Bracing	Scalloped Normal X Bracing
Finish	Urethane Gloss







Osamuraisan

samuraisan has become one of the most popular solo acoustic guitarists in online communities of Japan and some Asian countries with the number of videos uploaded onto his own Youtube channel. In 2016, the total views of his YouTube channel reached 60 million.

Headway and Osamuraisan teamed up and developed his signature model "HJ-OSAMURIASAN" in 2016 with a focus on ease of playing. He was aware ease of playing is a very important factor especially for entry class players through communication with his young fans who hope to improve skills of acoustic guitars. Many of them quit playing the guitars due to the difficulty of holding strings. This is why he wanted to make his signature model easy to play on. Various efforts are made in order to realize his idea. Every HJ-OSAMURASAIN is carefully adjusted to the lowest possible action and strung with extra light gauge strings.

The design of HJ-OSAMURAISAN is based on the Customshop HJ-523, the acoustic guitar Osamuraisan himself has exclusively been playing with for more than 10 years.

HJ-OSAMURAISAN

Specification	
Model	HJ-OSAMURAISAN
Body Top	Spruce Solid
Body Side & Back	Sapele Laminated
Neck	Nato
Fingerboard	Rosewood
Nut & Saddle	Bone
Bridge	Rosewood
Pickguard	Red Tortoise
Machineheads	Rotomatic Type
Scale Length	628mm
Width at Nut	43.0mm
Bracing	Scalloped Normal X Bracing
Finish	Urethane Gloss
Case	Gigbag



Specification Spruce Solid Body Top Body Side & Back Sapele Laminated Fingerboard Rosewood Bridge Rosewood Machinehead Rotomatic Type Scale length 648mm 43.0mm Width at Nut Finish Urethane Gloss

Specification Spruce Laminated Body Top Body Side & Back Sapele Laminated Neck Nato Fingerboard Rosewood Bridge Rosewood Rotomatic Type 648mm Scale length Width at Nut 43.0mm Fishman Finish

Specification Body Top Spruce Laminated Body Side & Back Agathis Laminated Nato Fingerboard Rosewood Bridge Rosewood Rotomatic Type Machineheads Scale length 648mm 43.0mm Finish Urethane Gloss

Specification	
Body Top	Spruce Laminated
Body Side & Back	Agathis Laminated
Neck	Nato
Fingerboard	Rosewood
Bridge	Rosewood
Machineheads	Rotomatic Type
Scale length	628mm
Width at Nut	43.0mm
Finish	Urethane Gloss



Specification Body Top Rosewood Laminated Body Side & Back Rosewood Laminated Neck Nato Fingerboard Rosewood Bridge Rosewood Rotomatic Type Machineheads Scale length 648mm(HD),628mm(HF) 43.0mm Finish Urethane Gloss



Specification	
Body Top	Rosewood Laminated
Body Side & Back	Rosewood Laminated
Neck	Nato
Fingerboard	Rosewood
Bridge	Rosewood
Machineheads	Rotomatic Type
Scale length	648mm
Width at Nut	43.0mm
Pickups	Fishman
Finish	Urethane Gloss





Specification	
Body Top	Spruce Solid(HM-115S) Rosewood Laminated(HM-115R) Spruce Laminated(HM-115)
Body Side & Back	Rosewood Laminated(HM-115S, HM-115R) Sapele Laminated (HM-115)
Neck	Nato
Fingerboard	Rosewood
Bridge	Rosewood
Machineheads	Kluson Type
Scale length	592mm
Width at Nut	43.0mm



