

Ludwig total quality at a new young price

LUDWIG
STANDARD

Gold Strata

Blue Strata

Bronze Strata

Ruby Strata

Lemon Strata

Avocado Strata

Silver Mist

Gold

*INTRODUCING! A New Moderately Priced
Drum Line Made in America.*

standard
By **LUDWIG**

The attractive price tag puts it just a step away from the low priced imports, but economy alone isn't what gives Ludwig's exciting new STANDARD line its tremendous appeal. The name behind the price tag is the real excitement.

The Ludwig name puts the STANDARD line in a class by itself. In style. In construction. In performance. Here is a line you can buy with confidence and be assured of the finest in craftsmanship, service and dependability by America's most honored percussion manufacturer.

Exclusive STANDARD LINE Features

- Choose from 3 exciting new patterns and 15 new colors.
- Advance modern design, brilliantly styled for today's young drummer.
- Stands, holders and accessories designed and built to last and last.
- Quality tone and response at a moderate price.
- All shell interiors finished with Ludwig's exclusive new GRANITONE acoustical coating.
- Guaranteed and backed by LUDWIG . . . most famous name on drums.

Prices effective June 15, 1968, F. O. B. Factory—
Subject to change without notice.

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Mist Red Mist Blue Mist Silver Astro Blue Astro Red Astro Charcoal Astro Gold Astro



Ludwig Standard

LUDWIG DRUM CO. DIVISION OF LUDWIG INDUSTRIES • 1728 No. Damen Ave. • Chicago, Illinois 60647 • Phone 312/276-3360
Cable: LUDRUM Chicago



The **Standard S-300**... Compact 4 Drum Outfit

Here's a light-weight, compact outfit for the young man on the move, featuring a 5"x14" Snare Drum, 14"x20" Bass Drum, 8"x12" mounted Tom Tom, and 14"x14" Floor Tom Tom. The S-300 is the ideal outfit for the small jazz or rock group where portability is important.

NO. S-300

OUTFIT, Choice of Pearl Finish, WITHOUT CYMBALS . . . **\$352.00**

NO. S-301

—3 DRUM OUTFIT, Same as S-300 Less 14" x 14" Floor Tom Tom . . . **\$281.00**

Available with 4 LUDWIG STANDARD CYMBALS by PAISTE . . . 2—14" Hi-Hats, 16" Thin Crash, 18" Medium Ride.

NO. S-300X

OUTFIT, Choice of Pearl Finish, WITH 4 CYMBALS . . . **\$457.50**

NO. S-301X

—3 DRUM OUTFIT, Same as S-300X Less 14" x 14" Floor Tom Tom . . . **\$386.50**



BLUE STRATA ILLUSTRATED

LUDWIG Standard

The **Standard S-320**...Power packed 4 Drum Outfit

The S-320 features the most popular four drum combination of 5"x14" Snare Drum, 14"x22" Bass Drum, 9"x13" mounted Tom Tom, and 16"x16" Floor Tom Tom, all power packed for today's "big beat." Here's an outfit that will really "lay it down" and cut through any big band or pop rock group.

NO. S-320

OUTFIT, Choice of Pearl Finish, WITHOUT CYMBALS . . . **\$365.50**

NO. S-321

—3 DRUM OUTFIT, Same as S-320 Less 16" x 16" Floor Tom Tom . . . **\$289.00**

Available with 4 LUDWIG STANDARD CYMBALS by PAISTE . . . 2—14" Hi-Hats, 16" Thin Crash, 18" Medium Ride.

NO. S-320X

OUTFIT, Choice of Pearl Finish, WITH 4 CYMBALS . . . **\$471.00**

NO. S-321X

—3 DRUM OUTFIT, Same as S-320 Less 16" x 16" Floor Tom Tom . . . **\$394.50**



SILVER MIST ILLUSTRATED

The **Standard S-340**... "Single Six" 6 Drum Outfit

If you're looking for an outfit that's really different, one with that "NOW" sound and look, you'll have to go with the all new S-340 single headed six drum outfit. Three toms mounted on the new STANDARD triple all-angle retracting holder provide a wide variety of tonal effects for solo and group work . . . and best of all, all four toms nest into the bass drum and entire outfit packs into two cases. The single headed bass drum and three mounted toms are lined with matching pearl for that little something extra in visual appeal.

NO. S-340

OUTFIT, Choice of Pearl Finish,
WITHOUT CYMBALS . . . **\$489.00**

Available with 4 LUDWIG
STANDARD CYMBALS by PAISTE
. . . 2—14" Hi-Hats, 16" Thin Crash,
18" Medium Ride.

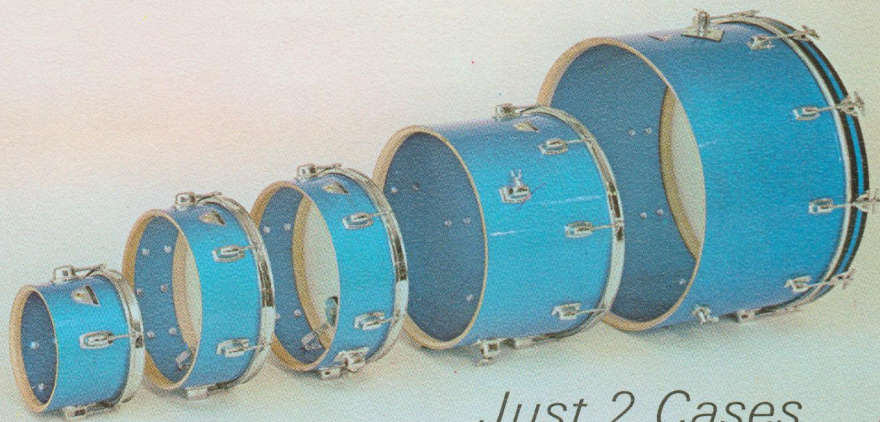
NO. S-340X

OUTFIT, Choice of
Pearl Finish,
WITH CYMBALS **\$594.50**



BLUE MIST ILLUSTRATED





Just 2 Cases

The all new STANDARD S-340 single headed 6 drum outfit compactly packs into just two cases for ease of portability. All four Toms nest inside Bass Drum. Snare Drum and accessories pack into Suitcase Model Trap Case.

NO. S-6991

14"x22" Fibre Bass Drum Case \$44.00

NO. S-7840

Suitcase Model Trap Case \$40.00



Ludwig
STANDARD

Ludwig Standard

The **Standard S-330**...Twin-Tom 5 Drum Outfit

The modern Twin-Tom design of the S-330 combines the popular 8"x12" and 9"x13" Tom Toms with the powerful 14"x22" Bass Drum, 5"x14" Snare Drum and 16"x16" Floor Tom Tom, to provide an ideal outfit for today's "pop" scene. New retracting all-angle Twin-Tom holder places the drums where you want them.

NO. S-330
OUTFIT, Choice of Pearl
Finish, WITHOUT
CYMBALS **\$426.50**

Available with 4 LUDWIG
STANDARD CYMBALS by
PAISTE... 2-14" Hi-Hats,
16" Thin Crash, 18" Med. Ride.

NO. S-330X
OUTFIT, Choice of
Pearl Finish,
WITH
CYMBALS . . **\$532.00**



GOLD STRATA ILLUSTRATED



Standard All-Metal Snare Drums

The STANDARD line includes two dynamically new ALL-METAL snare drum models for that extra crisp attack and cutting power . . . the S-101 chrome plated and the S-102 with Ludwig's *Acrolite* finish. Both models feature 8 lug tensioning, the popular P-83 throw-off and inner-tone control.

NO. S-101

5"x14" Snare Drum, Chrome Plated **\$69.50**

NO. S-102

5"x14" Snare Drum, Acrolite Finish **\$53.00**

Standard Student Kits

Here is a real economy and value in two new STANDARD LINE Student Drum Kits by Ludwig . . . kits include 5"x14" snare drum, stand, practice pad, sticks, method book and handsome, heavy-duty, molded fibre kit case.

NO. S-500

STANDARD STUDENT KIT with No. S-100—5"x14" Snare Drum, Choice of Pearl Finish **\$89.00**

NO. S-505

STANDARD STUDENT KIT with No. S-102—5"x14" All-Metal Snare Drum, Acrolite Finish **\$78.50**



Accessories...

The **Standard** line of quality stands

The all new STANDARD line of stands reflects the Ludwig tradition for quality and dependability. Solid, heavy-duty construction and advanced modern design offer the greatest stand value available today. Single thumb screw adjustment locks legs into position, complete height and angle adjustment positions the drum and cymbals where you want them.

NO. S-280
Hi-Hat Pedal Stand **\$18.50**

NO. S-270
Cymbal Floor
Stand **9.50**

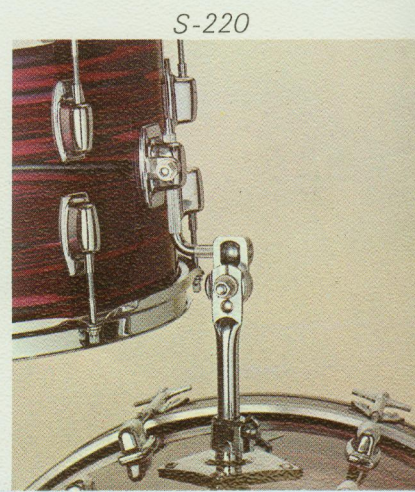
NO. S-260
Snare Drum Stand . . **11.00**



Standard Uni-Sphere Tom Tom Holders

The STANDARD line offers a choice of 3 new retracting heavy duty tom tom holders (the S-220 single, S-230 double and the S-235 triple). All three holders feature complete height and angle adjustment and solid non-slip mounting of all tom toms. The new *UNI-SPHERE* holders combine a special draw bolt and positive engagement ratchet design and can really take a beating.

NO. S-220 Single Tom Tom Holder . \$ **8.50**
NO. S-230 Double Tom Tom Holder . **15.50**
NO. S-235 Triple Tom Tom Holder . **20.00**



The Standard "Fury S-208" Pedal

Ludwig has been famous for design and manufacture of the world's most popular bass drum pedals since 1909 and the new STANDARD "FURY S-208" is no exception. The modern "NOW" look of the handsome footboard and stand, the precision balanced, free floating action and the fully adjustable spring tension make the "FURY" the greatest buy on the market.

NO. S-208
"FURY" Bass Drum Pedal **\$19.00**

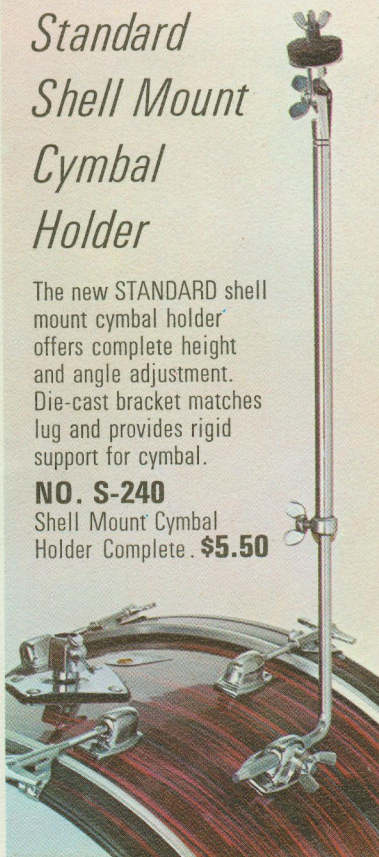
- Fast Smooth Action
- Completely Adjustable
- Quiet and Trouble Free
- Modern Look of Today



Standard Shell Mount Cymbal Holder

The new STANDARD shell mount cymbal holder offers complete height and angle adjustment. Die-cast bracket matches lug and provides rigid support for cymbal.

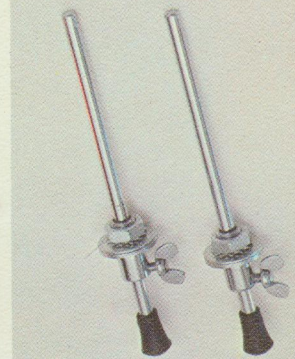
NO. S-240
Shell Mount Cymbal Holder Complete. **\$5.50**



Disappearing Spurs

All STANDARD outfits feature the popular, heavy duty disappearing spurs that retreat into the bass drum for fast set-up and packing.

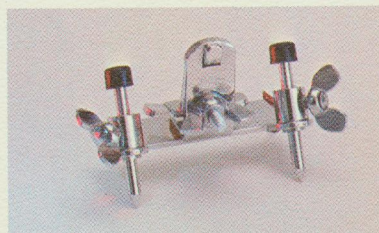
NO. S-1303
Disappearing Spur, pair, Chrome **\$6.00**



Bass Drum Anchor

The anchor prevents the bass drum from "creeping" when being played. Attaches to front counterhoop . . . reversible tips offer choice of rubber or steel points.

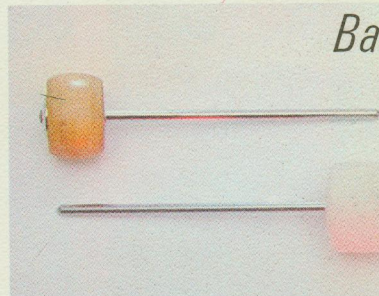
NO. S-1304-1—Anchor . . . **\$5.50**



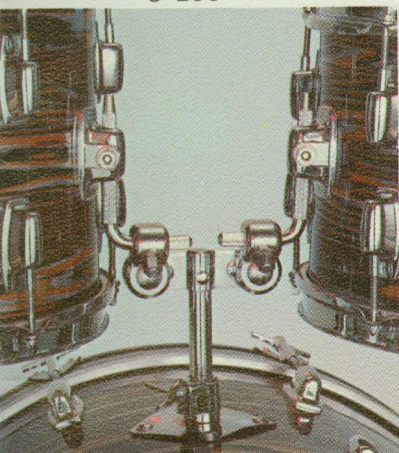
Bass Drum Pedal Beaters

The STANDARD line offers two types of bass drum pedal beater balls: hard felt and wood. The hard felt ball is supplied with the S-208 pedal.

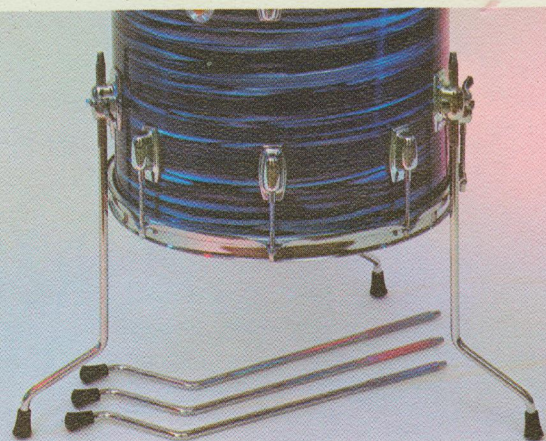
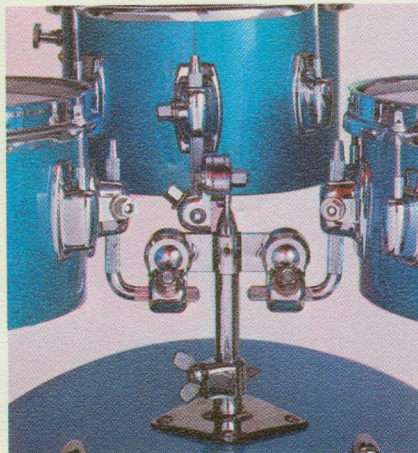
NO. SP-1287—Wood Pedal Beater **\$3.30**
NO. SP-1286—Hard Felt Pedal Beater **\$3.30**



S-230



S-235



Tom Tom Legs

STANDARD floor tom toms are supplied with legs mounted at no additional cost. Legs may be purchased separately if desired.

NO. S-241—3 Tom Tom Legs **\$12.00**



Ludwig Standard

INDIVIDUAL DRUM SPECIFICATIONS

NO. S-100 —5"x14" Snare Drum, 8 Lugs, Pearl	\$64.00
NO. S-110 —8"x12" Tom Tom, 12 Lugs, Pearl	53.50
NO. S-120 —9"x13" Tom Tom, 12 Lugs, Pearl	55.00
NO. S-130 —14"x14" Tom Tom, 16 Lugs, Pearl	74.00
NO. S-140 —16"x16" Tom Tom, 16 Lugs, Pearl	80.50
NO. S-150 —14"x20" Bass Drum, 20 Lugs, Pearl	97.50
NO. S-160 —14"x22" Bass Drum, 20 Lugs, Pearl	104.00

SINGLE HEADED MODELS—

NO. S-114 —5½"x8" Tom Tom, 4 Lugs, Pearl	\$45.00
NO. S-115 —5"x12" Tom Tom, 6 Lugs, Pearl	52.50
NO. S-116 —5"x13" Tom Tom, 6 Lugs, Pearl	55.00
NO. S-117 —11"x16" Tom Tom, 8 Lugs, Pearl	70.00
NO. S-118 —14"x22" Bass Drum, 10 Lugs, Pearl	132.00

Note: Matching pearl is mounted inside S-114, S-115, S-116, S-117 and S-118 models.

Ludwig Standard Cymbals

LUDWIG STANDARD CYMBALS by PAISTE offer a high quality professional tone at moderate cost. They are available in T-Thin, M-Medium, H-Heavy and HH-Hi Hat weights in a variety of sizes. When ordering LUDWIG STANDARD CYMBALS, please add the above weight specification after number designation.

NO. 210 —10"	\$11.50	NO. 217 —17"	\$32.00
NO. 211 —11"	13.50	NO. 218 —18"	35.00
NO. 212 —12"	16.50	NO. 219 —19"	39.00
NO. 213 —13"	20.00	NO. 220 —20"	42.00
NO. 214 —14"	23.00	NO. 221 —21"	46.50
NO. 215 —15"	26.50	NO. 222 —22"	50.00
NO. 216 —16"	30.00		

HOW TO ORDER:

Ludwig STANDARD products are sold by authorized music dealers throughout the world. When ordering, please specify catalog number and complete information as to size, weight, color and finish and any special instructions.

HIRZEL'S
 EVERYTHING MUSICAL
 720 MAIN — LEWISTON, IDAHO

Ludwig Standard

LUDWIG DRUM CO. Division of LUDWIG INDUSTRIES
 1728 N. Damen Ave. • Chicago, Ill. 60647 • Phone: 312/276-3360

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