

# LUDWIG®

## CLEARLY THE PREFERENCE OF THE PRO'S...



Carmine Appice  
Beck, Bogart,  
Appice

John Bonham  
Led Zeppelin

Don Brewer  
Grand Funk Railroad



Karen Carpenter  
Carpenters

Jeff Porcaro  
Sonny & Cher

Roy Haynes  
Hip Ensemble



Red Holt  
Young-Holt  
Unlimited

Joe Morello

Jay Osmond  
Osmond Brothers



Carl Palmer  
Emerson, Lake  
and Palmer

Claudio Slon  
Sergio Mendez  
& Brazil 77

Jerry Shirley  
Humble Pie

VISTALITE, the new look in drums is getting a closer look by top professionals. And, the reason is CLEAR... VISTALITE drum outfits, Ludwig's latest additions to its famous Classic Line, are custom-crafted of crystal clear acrylic. Even the WEATHER-MASTER heads are completely transparent. VISTALITE outfits come in a full rainbow range of see-thru colors: blue, red, yellow, green, amber, and colorless, water-clear. See them at your Ludwig dealer or send now for VISTALITE color brochure.

Ludwig Drum Co., Div of Ludwig Ind.  
1728 N. Damen Ave., Chicago, Il. 60647

Send VISTALITE color brochure to:

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NEW CLEAR VISTALITE SHOWN



# Ludwig sounds as clear as it looks

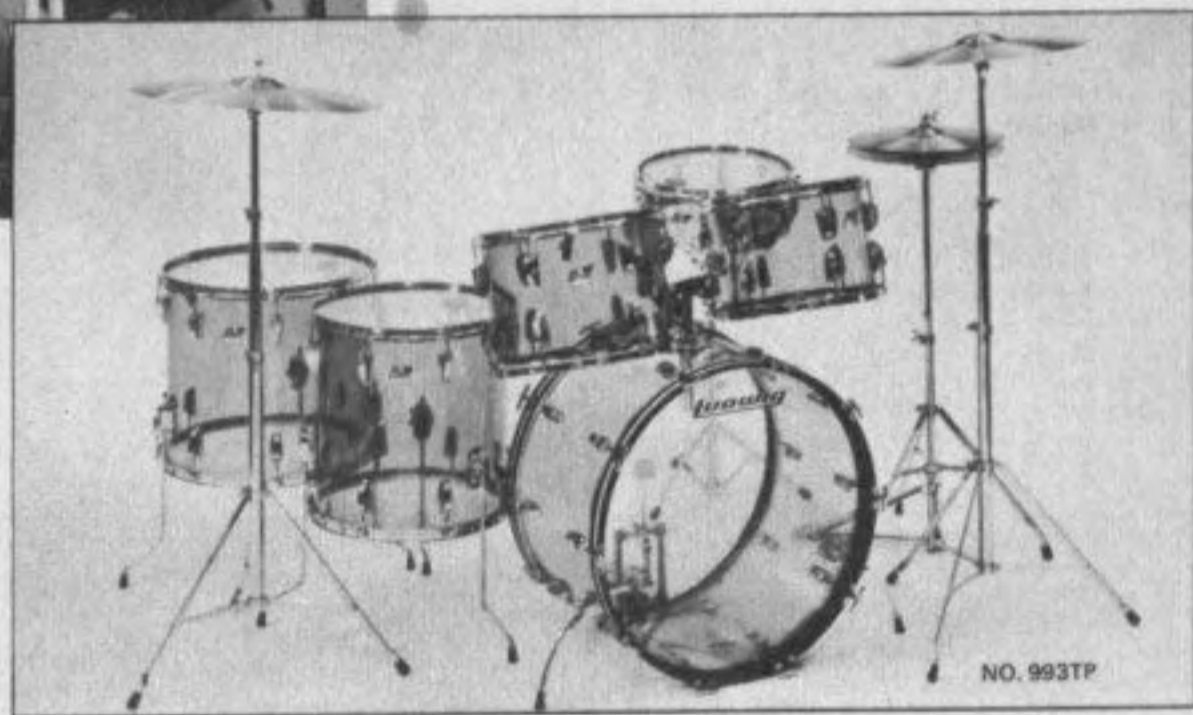


Don Powell of Slade, a long time user of Ludwig, pictured here with a Ludwig Vistalite Kit.

Although it's been around a little while now, percussionists are still discovering the characteristic sound of Ludwig Vistalite. Apart from a show stopping visual presentation Vistalite gives the drummer a sound that's tight and fat, ideal for club work tuned high or miking up tuned low. One of the most spectacular UK appearances of a Ludwig Vistalite outfit was on stage at London's Hammersmith Odeon recently. The group had put lights all round the kit and each time these changed, the drummer had a different coloured kit, and it sounded great too!

So there you have the ideal combination — Ludwig sound plus a visual appearance second to none. Vistalite outfits are available in a range of both opaque and see-through colours and also in pattern combinations called Rainbow Vistalite.

Available from all Ludwig Percussion centres.



# Ludwig Percussion Centres

In order to give British drummers the best possible service wherever they are in the country, the U.K. distributors of Ludwig, Rose-Morris, have initiated a network of specialist Ludwig Percussion Centres. Every

dealer participating in the scheme will now be fully equipped to offer the drummer speedy efficient service, whether he wants to buy a new Ludwig kit, a cymbal stand or that vital spare part he needs.

## SCOTLAND

**Blanks**  
London  
01-624 1260

**Bradleys**  
Glasgow  
041-332 1830

**House of Clydesdale**  
Ayr  
0292-69305

**House of Clydesdale**  
Edinburgh  
031-556-5748

## ENGLAND

**Drumland**  
Dartford  
32-24449

**Simon King**  
Tollworth  
01-330 3709

**South East Ent.**  
Lewisham  
01-690 2203

**Gig Sounds**  
Mitcham  
01-769 5881

**Percussion Services**  
London  
01-607 8383

**Sounds**  
London  
01-437 2458

**Music City**  
London  
01-439 3886

**Charles Foote**  
London  
01-437 1811

**Professional Percussion**  
London  
01-485 4434

**Peter Grey**  
Northampton  
0604-31211

**Carlsbro**  
Mansfield  
0623-25804

**Organ Loft**  
Huddersfield  
0484-25355

**Coda**  
Bradford  
0274-307433

**Hobbs**  
Lancaster  
0524-60740

**Carlsbro**  
Sheffield  
0742-663862

**Gardeners**  
Hull  
0482-223865

**Mean Machine**  
Darlington  
0325-82821

**Cookes Band Inst.**  
Norwich  
0603-23563

**Free 'n' Easy**  
Hemel Hempstead  
0442-59659

**Freedmans**  
Leytonstone  
539-0288/9

**Rushworth & Dreaper**  
Liverpool  
051-709 9071

**Hessy's**  
Liverpool  
051-236 1418

**Sound Pad Music Centre**  
Leicester  
0533-20760

**Free 'n' Easy Music**  
Oxford  
0865-721411

**Drum & Guitar**  
Cambridge  
0223-64410

**Percussion Sounds**  
Nottingham  
0602 701054

**Townshend Music**  
Blackburn  
0254 886694

**Honky Tonk**  
Hadleigh  
0702-553647

**Total Percussion**  
Brighton  
0271-698593

**Andertons**  
Guildford  
0483-38212

**Rose-Morris**  
London  
01-437 2211

**Bennetts Drum Centre**  
Portsmouth  
0705-60865

**Newtone Music**  
Newton-le-Willows  
09252 22514

**Yardleys**  
Birmingham  
021-236 7441/2

**Sound Centre**  
Coventry  
Coventry  
0203-457175

**Barratts**  
Manchester  
061-236-4843

**Mamelok**  
Manchester  
061-834 1946

**John Savage**  
Kings Lynn  
0553-4026

**Rock City**  
Newcastle  
0632-24175

**Buzz Music**  
Hereford  
0432-701054

**Mary's Music**  
Accrington  
0254 35080

**Achille Roma**  
Poole  
0202 743654

## WALES

**Gamlin Pianos**  
Cardiff  
0222-20828

**Picton Music**  
Swansea  
0792-55608

## EIRE

**Rafferty**  
Galway  
0009-4360

**Dublin Drum Centre**  
Dublin  
0001-757287

**Michael Foley**  
Carlow  
0503 41725

## N. IRELAND

**Sports & Music**  
Ballymena  
0266-41792

**Rose-Morris**  
Ludwig



# When you join Ludwig's Spotlight Revolution you're in good company.

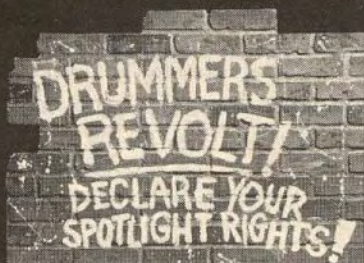
Spotlighted:  
Led Zeppelin's John Bonham.



All of a sudden things are changing. Today's powerhouse rock drummers are writing and playing their way into the spotlight. And Ludwig drums are giving them plenty of musical ammunition . . . with the most sensational selection of colors, textures and finishes available in Wood, Vistalite™ and Stainless Steel.

Join the good company of Ludwig. You won't be alone. Send for the

revolutionary new Outfit Catalog and see it all in living color!



## Ludwig®

Ludwig Industries  
1728 N. Damen Avenue  
Chicago, Il. 60647



# When you join Ludwig's Spotlight Revolution you're in good company.

Spotlighted:  
**FRANK CAPP,**  
West Coast  
Studio Pro.

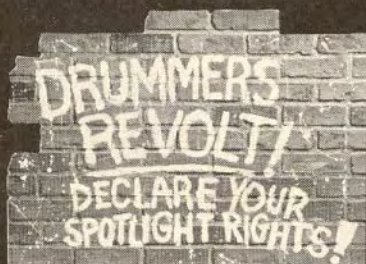


Today's drummers are as free-spirited and individualistic as today's music. They're getting the spotlight like never before. And they're making some revolutionary changes in the way people think about drummers.

And Ludwig's got the drums of change...the most sensational selection of colors, textures, finishes available in Wood, Vistalite™ and Stainless Steel.

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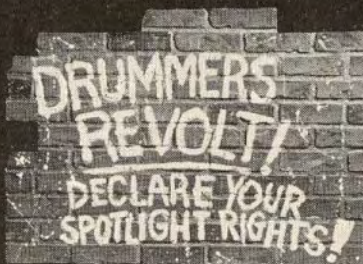
Spotlighted:  
ROY HAYNES

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## LUDWIG®

Ludwig Industries  
1728 N. Damen Avenue  
Chicago, Il. 60647



I began my drumming career on an old gas cooker.



Ginger Baker

“Sixteen years ago I literally hand made a drum kit.

I knocked it up using a piece of perspex heated over our old gas cooker. And I successfully burnt myself in the process.

Now my drums are just a little different.

I've had three new drum kits since I turned professional. They've all been Ludwig.

The one I use at the moment is a Vistalite kit. Why do I use them? Habit I suppose. And the fact that they're the best in the world.

What makes them that good? My ears say Vistalite drums sound better. They're also a fair bit lighter than the regular kind and they're a hell of a lot more rugged. Better looking too. Ludwig make nice drums.

I also use Zildjian cymbals. The ones I play now I got eight years ago. After spending a day pounding just about every darned cymbal they had in the factory. I think it nearly sent them spare.

What happened to my hand made drum kit? My kid's got it. But I got rid of the gas cooker. I couldn't have anyone discovering my secret.”

Ginger Baker needs no introduction to anyone weaned on Blues Incorporated, Cream, The Graham Bond Organisation, and Blind Faith. And he has just completed a new album with friends. He is pictured here with his Vistalite Ludwig kit. The cymbals are Avedis Zildjian.



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## New Ludwig Clear VISTALITE Drum Outfits <sup>T.M.</sup>

It's here... but where? Now, the latest see-thru look joins the famous Ludwig Classic Line. So crystal clear is VISTALITE you can see the stars perform behind and beyond these gem-like outfits. And, completing the "wet look", even the drum heads are transparent — water-clear "WeatherMaster" heads, exclusively Ludwig. Manufactured to the same exacting specifications as all Ludwig Classic outfits, nothing has been compromised to give the new VISTALITE Line superb tone quality and tonal projection. VISTALITE outfits are available in a full range of transparent, see-thru tints... red, blue, amber, green, and yellow. See them at your local Ludwig Dealer. But, remember. Look closely. VISTALITE drum outfits are meant to be heard, not seen! Ludwig Drum Company, Division of Ludwig Industries, 1728 North Damen Avenue, Chicago, Illinois 60647.

Please Send Free Color Brochure on Stratosphere Drum Outfits

SD

Name \_\_\_\_\_ Title \_\_\_\_\_  
Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**LUDWIG**<sup>®</sup>



# STRIPE UP THE BAND

## Ludwig Introduces the New Striped Finishes to Their Distinguished Vistalite Drum Line

... take them all! They're terrific! Ludwig introduces the new striped finishes to their distinguished Vistalite drum line. Now you can choose from a variety of colors to add your personal mark! A performance that not only sounds brilliant, but looks brilliant, too! Produced with the same standards of excellence that give the top tone quality and tonal projection you have come to expect in the entire Ludwig Drum Line, the new Vistalite striped drum outfits attract even greater attention. Your Ludwig Dealer has the complete assortment of rainbow colors to create the striped effect desired. You've made the right decision in choosing an outfit from the famous Ludwig Drum Line. With Ludwig's new striped finishes, you can have them all!



**VISTALITE**<sup>T.M.</sup>  
by **LUDWIG**<sup>®</sup>





# STRIPES ARE IN



## and Ludwig has them.

Stripes! Without them, life could be dull, flat, less interesting.

Stripes! With them, Ludwig's American craftsmen have fashioned a drum as timely as the Bicentennial—and just as exciting. Now, with Ludwig's exclusive new Rainbow Vistalite®, you can design and create your own

drum outfits. Stripes, spirals, swirls and rainbow bands that come alive.

The new Rainbow patterns are available for all Ludwig drums. So put new excitement into your musical life by adding showmanship stripes that will set you apart from the crowd. Stripes from Ludwig . . . isn't that what you'd expect from the percussion leader in style and sound? See your dealer today, or mail coupon to Ludwig for your free, full color Rainbow brochure.

Please send me the new Rainbow brochure.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

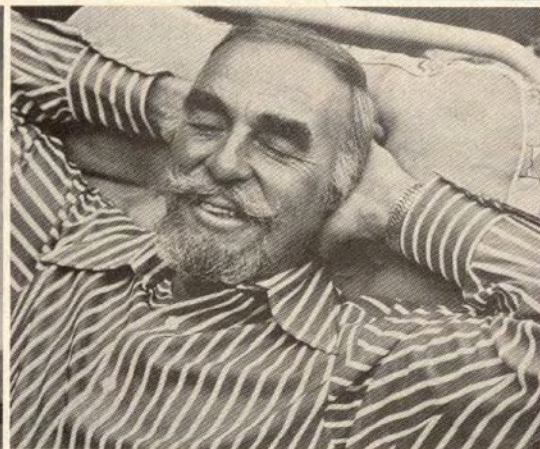
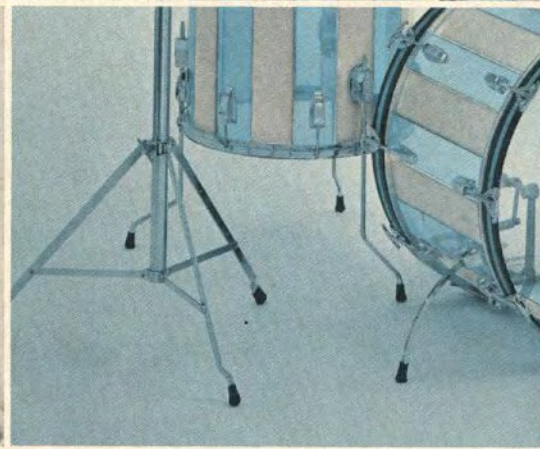
## STRIPE UP THE BAND

with Ludwig Rainbow Vistalite Drum Sets.

**LUDWIG® INDUSTRIES**

Ludwig Industries • 1609 North Wolcott • Chicago, Illinois 60647





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Please send me the new Rainbow brochure. Dept. DB-61975

Name \_\_\_\_\_

Street \_\_\_\_\_

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with Ludwig Rainbow Vistalite Drum Sets.

**LUDWIG® INDUSTRIES**

Coupon Mail Department  
Ludwig Industries • 1609 North Wolcott • Chicago, Illinois 60647



# THE **Ludwig**<sup>®</sup> Lines



## LIGHT UP WITH LUDWIG

### The drums that don't burn out

The brightest new idea for drummers comes, of course, from Ludwig. The new Tivoli<sup>®</sup> drums feature built-in space-age lighting and the result will make each song into a show in itself!

The "lighting" is bands of tiny lights that sparkle through transparent, multi-coloured Vistalite<sup>®</sup>. This is where Ludwig have applied space-age technology to produce this incredible effect. The lights that light space capsules at night are the same lights that will amaze audiences!

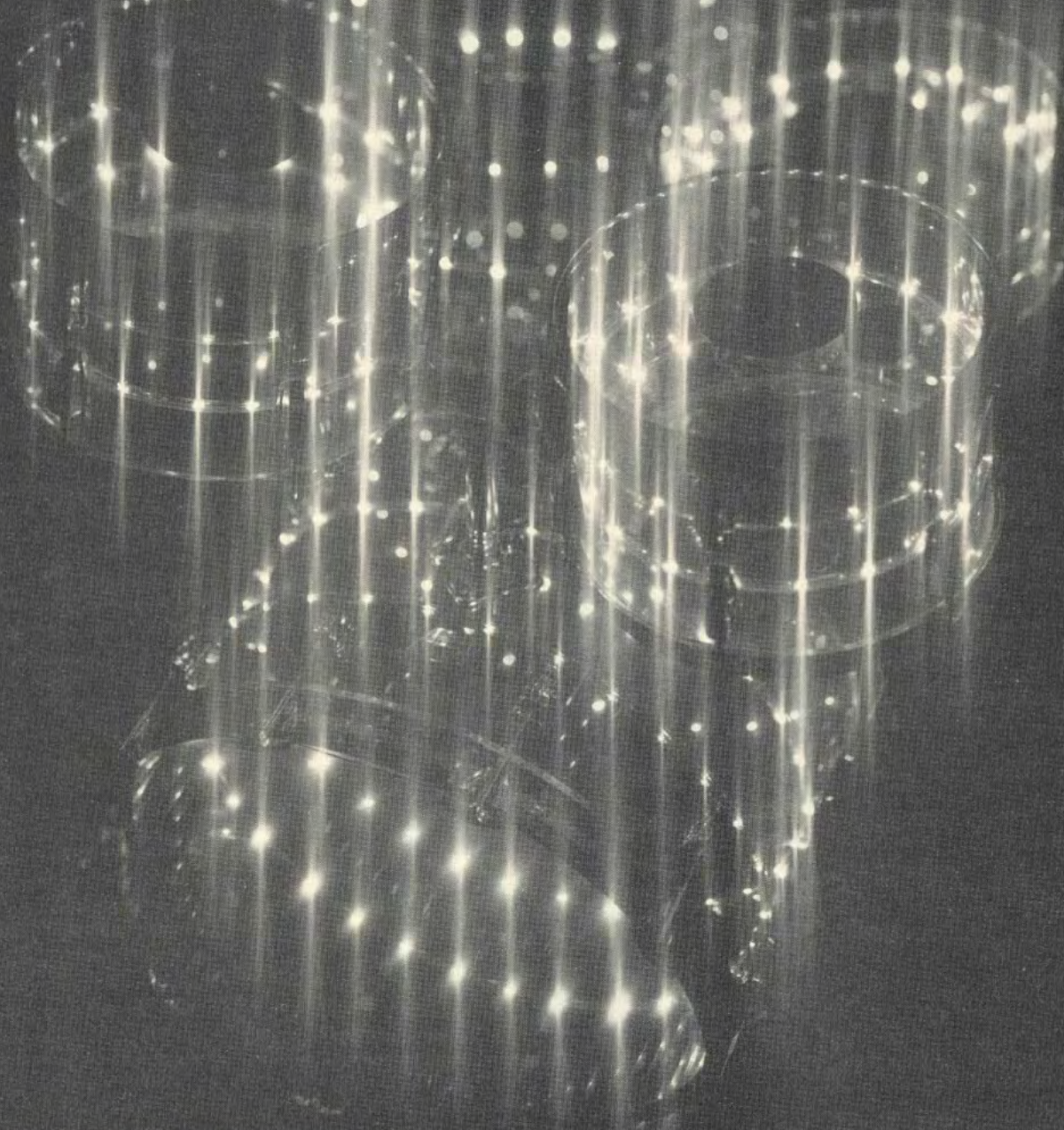
Frank Baxpehler, Ludwig's Vice President of Marketing: "When we first introduced Rainbow Vistalite drums, drummers across the country got very excited by its unique appearance. We think the new Tivoli Drums will add an electrifying new dimension to an already exciting look in stage performance outfits".

Years in development, these Tivoli lights were perfected and proven in space travel. Ludwig's research and development teams have always been forging ahead

with new ideas. Now, with the aid of space age technology, they have produced these fantastic new outfits which are bound to revolutionise the stage presence of drummers all over the world!

These superb new Vistalite drums with Tivoli lighting are available in a three-band Rainbow Pattern A, in the Vistalite Big Beat series. Order your favourite colour combination of crystal clear, smoke and transparent tints of blue, red, amber, yellow and green.





**Tivoli<sup>®</sup> Drums.**  
**Where no drummer has gone before.**

Ludwig introduces the newest, boldest, wildest innovation in performance drums. New Tivoli drums. The first drum outfit to feature built-in, space-age lighting.

Tivoli lights can turn your customers on. They turn a song into a show with tiny lights that sparkle through the multi-colored Vistalite material. The result is a unique stage presence that turns everything and everyone on.

The Vistalite Tivoli outfit series is a Ludwig exclusive. It's available only in three-band rainbow color combination, Pattern A, in Big Beat Series. For more information on how you can cash in on the new drum outfit that's turning everything, and everyone on, contact your Ludwig Representative. Or write Ludwig Industries, 1728 N. Damen Ave., Chicago, IL. 60647. And turn on your sales. Patents pending.

**LUDWIG<sup>®</sup>**



# UPSTAGE YOUR LEAD GUITARIST!



**Join the Drummers Revolution. Stand up for your spotlight rights.**

Rainbow Vistalite® Drum Outfits from Ludwig can help you get "up-front," look "up-front," and sound "up-front."

With Vistalite Quadraplus you can now add melodic effects....effects that will project over amplification.

Another dimension of this revolutionary magic is looks. Transparent to start with.

Then add the almost infinite things you can do with colors, stripes, spirals, swirls and bands and bars. Thousands of attention grabbing combinations. Ludwig Rainbow Vistalite Outfits are here to help you get a little bit more spotlight. Join the Drummers Revolution. The time is right.

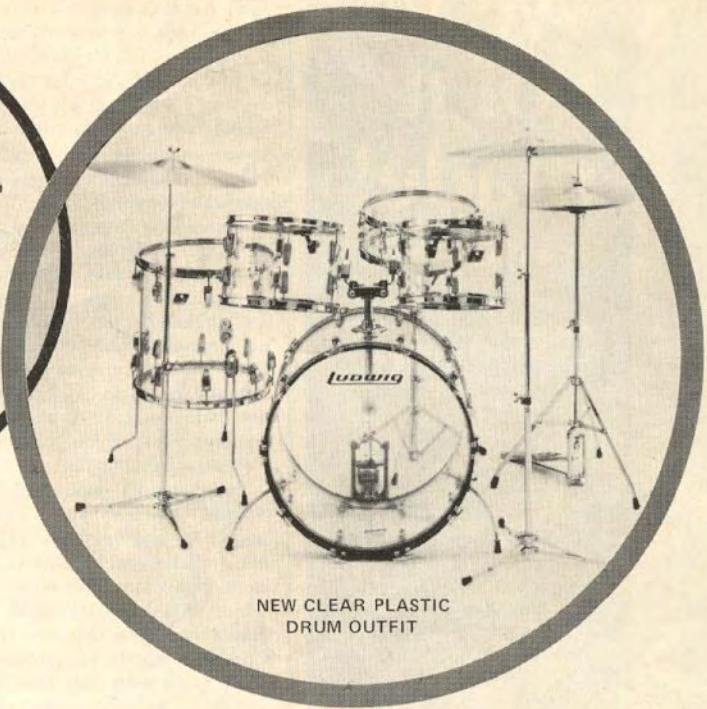
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1728 North Damen Avenue  
Chicago, Il. 60647





NEW CHROME  
"OCTAPLUS"  
DRUM OUTFIT



NEW CLEAR PLASTIC  
DRUM OUTFIT

# THE ONES TO SEE FOR '73

from **Ludwig**®...the name that puts the PRO in PROduct



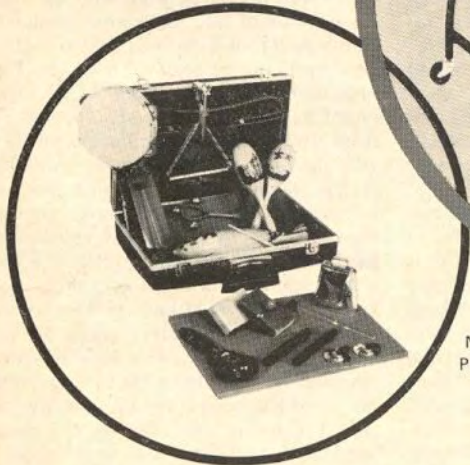
NEW WEATHERMASTER  
DRUM HEADS



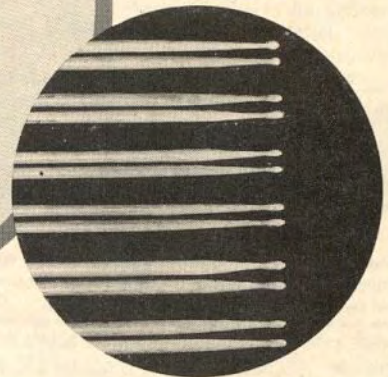
NEW MUSSER M-31 KELON MARIMBA



NEW PICCOLO  
KELON XYLOPHONE



NEW SMALL CONCERT  
PERCUSSION KIT



NEW OAK WOOD DRUM STICK LINE

**Ludwig**® **INDUSTRIES**

1728 North Damen Avenue, Chicago, Illinois 60647