



**LEADING THE WAY**  
**FOR**  
**TWENTY-FIVE YEARS**



# 25 Years of Drum Progress

A musical comedy, *The Follies of 1908*, was responsible for the beginning of Ludwig & Ludwig. When the *Follies* opened at the Auditorium Theatre, in Chicago, it was evident that the old-fashioned swing foot pedal was not capable of maintaining

the pronounced drum rhythm demanded by the director, Morris Levi, for the newly developed form of ragtime which had come into vogue. A new type pedal had to be devised to satisfy this director's exacting demands for syncopation and volume.

William F. Ludwig, then one of Chicago's most prominent professional drummers, began experimenting with designs for a new pedal. Crude wood models were made with an elevated shaft, and from these was developed the original Ludwig pedal with the proper stroke for modern music.

Local drummers displayed such an interest in this new pedal that Mr. Ludwig decided to open a drum shop for the manufacture of the pedal and other accessories to conform to the changing music trend.

In 1910, William F. Ludwig announced the opening of a Drum Shop at 134 East Van Buren Street, Room 606, in the old Omaha Building. Production of the Ludwig pedal was started in the basement of the old Ludwig homestead at 1026 W. 20th Street, Chicago. At that time the manufacture of drum equipment was just a sideline. In the fall of 1910, Theo. R. Ludwig, who had been playing a summer engagement with the famous Innes Band in Denver, returned to Chicago and joined his brother to form the firm of Ludwig & Ludwig.

During the winter of 1910, the Ludwig All-Metal Drum was developed in the basement-factory at 1026 W. 20th Street. Here, also, was produced the first throw-off strainer. These three items—the Ludwig Pedal, the Ludwig All-Metal Drum, and the Ludwig Muffler, as the strainer was called at that time, formed the foundation of the Ludwig & Ludwig business and all three, with slight changes, have served the profession not only in this country but in all parts of the world, for the past 25 years.

The rapidly increasing demand for Ludwig merchandise soon necessitated a move to larger manufacturing quarters on the top floor of a large building at 14th Street and Western Ave., and the line was increased with the addition of wood shell snare and bass drums, as well as thumb screw rods and other drum accessories.

In 1916 the present building at 1611 North Lincoln Street was purchased, but even the facilities of its three stories soon proved too small, and an annex was built in 1921.

The intervening years had seen many changes and improvements in the Ludwig line and the addition of new and revolutionary merchandise. From William Ludwig's experience as tympanist with the Pittsburgh Symphony Orchestra in 1910 and 1911 came important changes in tympani construction. From his experiments on the hand-tuned tympani of that period came the first hydraulic tuning tympani in 1912, followed by the cable tympani in 1916. Many cable tympani are still in use with such prominent organizations as the Minneapolis Symphony, the Cleveland Symphony, the Detroit Symphony, and many others. Further improvements replaced the cable with steel pull rods in 1921, and from this model came the present Ludwig Balanced-Action, Pedal-Tuned Tympani—the lightest, most practical, and easiest tuning tympani ever devised.

Ludwig & Ludwig were the first to make 3-ply shell bass drums of Aero-Kraft construction. Many bass drums of this type have been in constant use for 20 years. They were the first to use fancy finishes on drums. The first gold plated drum was made by Ludwig & Ludwig and sold to the late Vernon Castle, who in turn presented it to his drummer, Max Mannie, in 1914.

In the drum corps field Ludwig & Ludwig have been pioneers in the promotion of rudimental contests, developed the first chromatic mounted aluminum bell-lyra and bugie-lyra, and were the first to make the modern piston bugles.

Throughout the years, Ludwig & Ludwig have been constantly on the alert to the drummers' needs, and their record of twenty-five years of steady and constant growth and success is both promise and proof of continued achievement in the drum world.

1910



1935





# Climaxing 25 Years of Supremacy



The original Ludwig All-Metal Snare Drum. Designed and produced by Ludwig & Ludwig in 1910.

The sensational new "Silver Anniversary" model snare drum symbolizes the 25 years of supremacy of Ludwig & Ludwig in the drum world. A far cry from the original Ludwig drum of 1910, illustrated to the left, it is a dream of 25 years come true—the culmination of 25 years of consistent development and progress—the answer to the drummers' cry for modern design combined with superior construction and playing perfection. . . . Everything any drummer could ask for is found in this superlative "Silver Anniversary" model—playing ease, tonal depth and brilliance, instant-action snares, and true modern beauty—truly it is a super-sensitive, super-beautiful snare drum in every respect. . . . In keeping with the keynote of progress symbolized in this "Silver Anniversary" snare drum are the new, improved line of mallet played instruments, the new Speed Pedal, the new Multi-Color drum finishes, and a host of other new items and features that lead the way to future years of Ludwig supremacy!



Built in 1915 this Ludwig drum is still being used daily by Wm. Gladstone, famous drummer at Music Hall, Radio City, New York.

1910



The foundation of Ludwig & Ludwig—the original Ludwig pedal designed by William F. Ludwig in 1910.

1935



The product of 25 years of progress—the new 1935 Ludwig Speed Pedal, the finest and fastest pedal on the market today!



A Ludwig pedal made in 1913. One of these pedals was used for 20 years by Bill Miller, prominent Chicago drummer.



## LUDWIG & LUDWIG

Drum Makers to the Profession Since 1910

1611-27 N. Lincoln St.

Chicago, Illinois