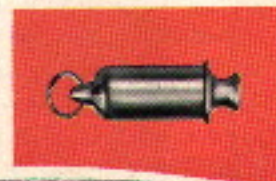


63

Ludwig **NEW PRODUCTS FOR 1963**



Ludwig most famous name on drums

1728 North Damen Ave. • Chicago 47, Ill.

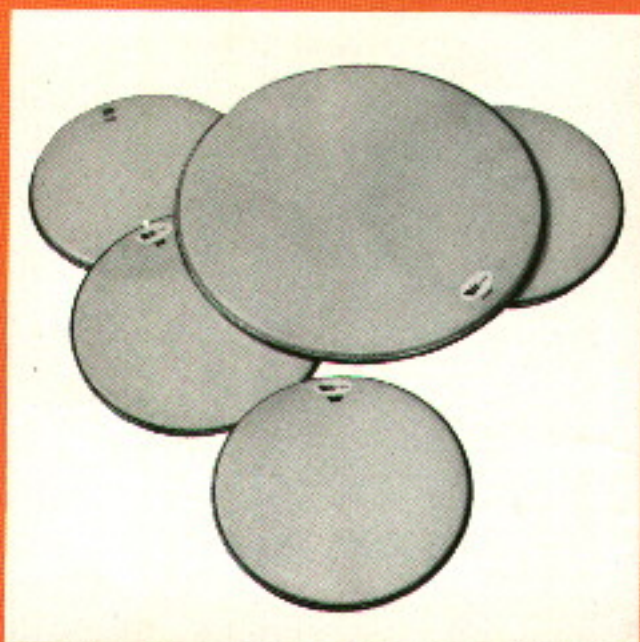
the world's most distinguished maker

of quality percussion equipment...

Ludwig Drum Co. continues in its efforts to provide the music world with the finest in percussion equipment. Catalog Supplement 63 presents many striking new advances in concept, design and manufacture of instruments to meet the growing demands of the modern musician. Extensive research and development went into perfecting these new products which are now added to the LUDWIG catalog of quality percussion instruments.

Ludwig

... a quality
standard
since 1909



**WEATHER
MASTER**

*America's Finest Plastic Drum Head
With Exclusive, Patented, Mechanically
Sealed Mounting*

To meet increased demand, Ludwig now offers WEATHER MASTER plastic heads for bass drum, timpani, and bongo in additional sizes. All WEATHER MASTER heads have Ludwig's exclusive mechanically sealed mounting and are guaranteed not to pull out. See Catalog No. 62 for further listing of WEATHER MASTER plastic heads. New are:

No. 32—32" Bass Drum Head, Mounted.....\$24.00
No. T-32—32" Timpani Head, Mounted..... 29.00
No. BO-6—6" Bongo Head, Mounted..... 6.50
No. BO-8—8" Bongo Head, Mounted..... 7.00

catalog supplement "63"

Catalog Supplement "63" is intended for use in connection with Ludwig's general catalog No. 62. All prices herein became effective January 1, 1963, FOB Factory... subject to change without notice. *Federal Excise Tax EXTRA* where applicable. All drums and timpani are supplied and priced with plastic heads, calf heads extra depending on market conditions.



Avedis Zildjian CYMBALS

The following price schedule on all Avedis Zildjian Cymbals became effective February 1, 1963. Increasing costs of material and production made these price increases necessary. All future orders for Avedis Zildjian Cymbals will be entered at the new prices.

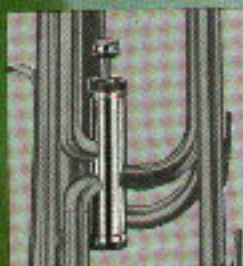
730—10"...15.00 B	738—18"...45.00 B
731—11"...18.00 B	739—19"...50.00 B
732—12"...22.00 B	740—20"...55.00 B
733—13"...26.00 B	741—21"...60.00 B
734—14"...30.00 B	742—22"...65.00 B
735—15"...33.00 B	743—23"...70.00 B
736—16"...37.00 B	744—24"...75.00 B
737—17"...40.00 B	

In the Ludwig tradition of fine

QUALITY

The all new CLASSIC BUGLE

Designed and manufactured exclusively
for Ludwig by HOLTON—
Elkhorn, Wis., U.S.A.



Air Tight Precision Valves

The Ludwig *Classic* features the finest in precision air tight valves assuring perfect intonation and extremely fast action.



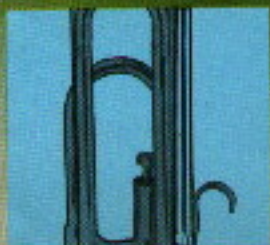
Precision-Fit Slides

All slides draw smoothly and uniformly without tendency to bind or stick yet are air tight, avoiding air loss and tuning problems.



Extra Bracing at all Points of Stress

The new *Classic* design provides extra bracing at all points of stress assuring longer life and fewer repair problems.



Micro-Taper Leader Pipe

Acoustically designed Micro-Taper leader pipe is another *Classic* exclusive providing ease of blowing, brilliance of tone and extreme carrying power.

new Ludwig Classic piston

...crafted



Classic SOPRANO

Tonal brilliance and clarity of the new Classic Soprano provides the ideal top voice for the modern corps. Built in the key of G with valve change to D and slide change to F#. Rotary slide attachment may be easily added.

No. 2252 A—Soprano, Brass Finish, without case.....	\$66.00
No. 2252 AZ—Soprano, Brass Finish, with case.....	\$81.00
No. 2252 M—Soprano, Chrome Finish, without case.....	\$82.00
No. 2252 MZ—Soprano, Chrome Finish, with case.....	\$97.00

Classic BARITONE

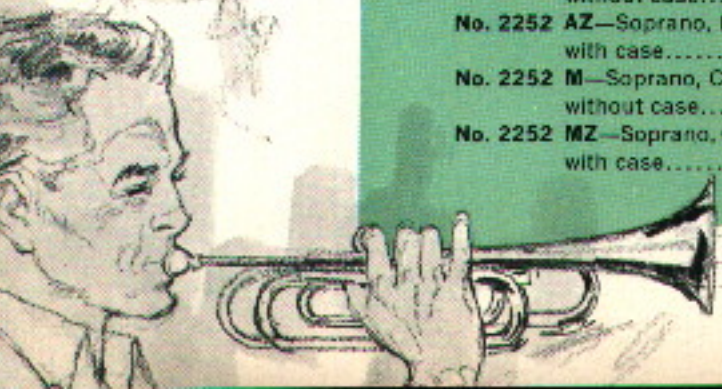
Famous Holton design for rich, full, resonant bariton quality is offered in the new Classic Baritone Bugle. Ideally suited for harmony parts or solo passages. Built in G with valve change to D and slide change to F#.

No. 2266 A—Baritone, Brass Finish, without case.....	\$99.50
No. 2266 AZ—Baritone, Brass Finish, with case.....	\$117.50
No. 2266 M—Baritone, Chrome Finish, without case.....	\$126.00
No. 2266 MZ—Baritone, Chrome Finish, with case.....	\$144.00

Classic FRENCH HORN

Rich tonal quality, extra carrying power and ease of blowing of the Classic French Horn bugle fills gaps between the soprano and baritone voices. Built in G with valve change to D slide change to F#. Carefully designed for playing balance.

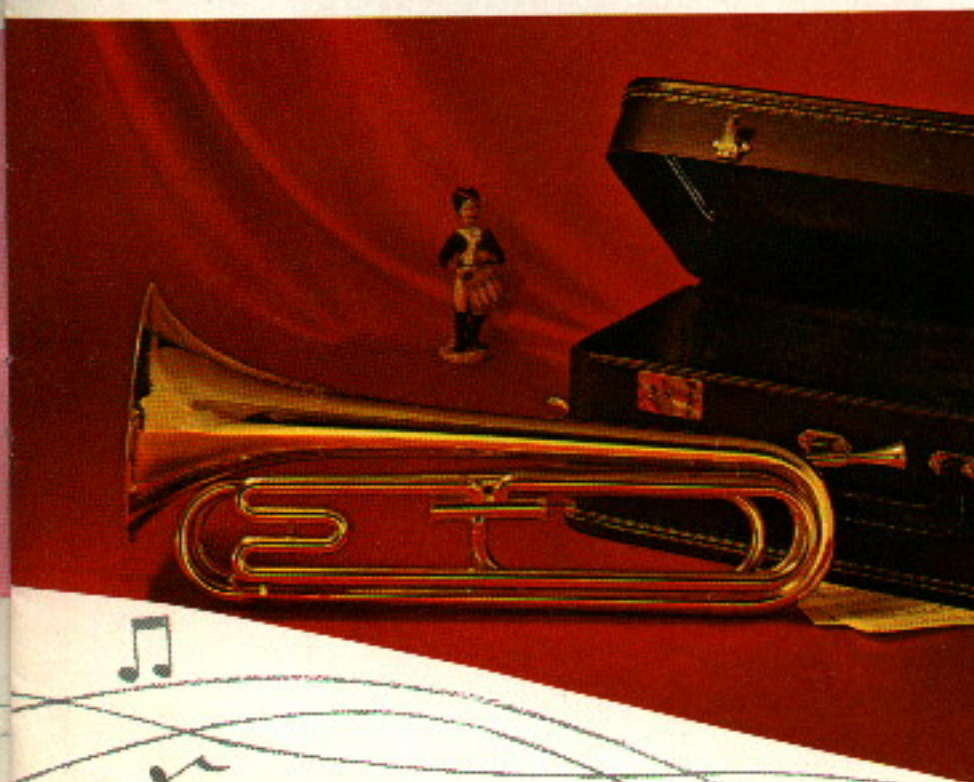
No. 2362 A—French Horn, Brass Finish, without case.....	\$130.00
No. 2362 AZ—French Horn, Brass Finish, with case.....	\$150.00
No. 2362 M—French Horn, Chrome Finish, without case.....	\$155.00
No. 2362 MZ—French Horn, Chrome Finish, with case.....	\$175.00



bugles
without compromise

Ludwig
... a quality
standard
since 1909

The new Ludwig Classic bugle offers an uncompromising high standard of quality and performance . . . each beautifully in tune, responsive and easy to control.



Classic BASS-BARITONE

The new Classic Bass-Baritone Bugle provides those extra low tones needed to fill out your arrangements. Exclusive *Micro-Taper* leader pipe and hand spun bell provide blowing ease and tonal control, a G—D instrument with F, F# and E rotary available.

- No. 2369 A—Bass-Baritone, Brass Finish, without case..... \$160.00
- No. 2369 AZ—Bass-Baritone, Brass Finish, with case..... \$187.00
- No. 2369 M—Bass-Baritone, Chrome Finish, without case..... \$190.00
- No. 2369 MZ—Bass-Baritone, Chrome Finish, with case..... \$217.00

Ludwig

Enjoy the rich, full sound of increased G-D bugle range with the new Ludwig ROTARY SLIDES



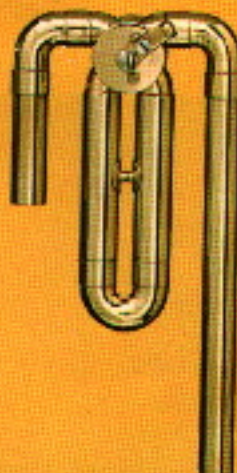
The use of the F and F# rotary slide has become common-place with the modern drum and bugle corps of today. All Ludwig CLASSIC Bugles have matching rotary slides available for quick conversion. The new Classic double-bearing rotary slides are precision built for years of smooth, trouble free action. For best results, order your Ludwig bugles equipped with rotaries as illustrated. Ludwig rotaries are designed to fit only Ludwig CLASSIC Bugles made by Holton.



F# SOPRANO ROTARY SLIDE

The Classic Soprano, equipped with smooth action rotary valve, offers a total of four separate key changes . . . built in G with single piston to D—the rotary adds F# and C#.

- No. 4252 A—F# Soprano Rotary, Brass.....\$24.00
- No. 4252 M—F# Soprano Rotary, Chrome.....\$27.00

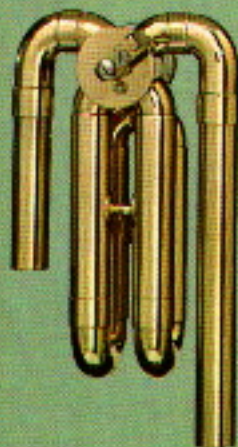


F# FRENCH HORN ROTARY SLIDE

The F# rotary slide increases the tonal possibilities of the French Horn bugle by adding the keys of F# and C# to G-D series of notes.

This extended range makes the instrument ideal for both harmony and solo melody parts.

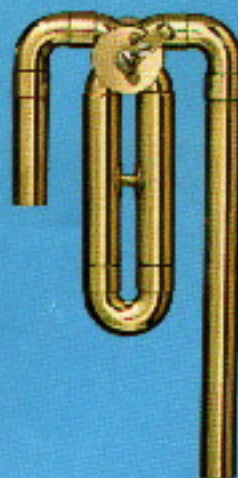
- No. 4362 A—F# French Horn Rotary, Brass.....\$32.00
- No. 4362 M—F# French Horn Rotary, Chrome.....\$34.00



F# BASS-BARITONE ROTARY SLIDE

The new Classic Bass-Baritone slide is pitched in the key of F offering changes to F and C in addition to the single piston changes to G & D. The Bass-Baritone bugle thus fills in the missing notes providing complete chromatic possibilities for bugle choir.

- No. 4369 A—Bass-Baritone Rotary, Brass.....\$38.00
- No. 4369 M—Bass-Baritone Rotary, Chrome.....\$40.00



F# BARITONE ROTARY SLIDE

The F# Baritone Rotary Slide offers new chromatic possibilities for the new Classic Baritone bugle. Twin bearing rotary valve is finest available. Rotary adds the keys of F# and C# to the standard G—D Baritone Bugle.

- No. 4266 A—F# Baritone Rotary, Brass.....\$28.00
- No. 4266 M—F# Baritone Rotary, Chrome.....\$34.00



PROTECT
your bugle with a
handsome fitted
CLASSIC case.

The new Classic Bugle Cases offer the finest, most luxurious protection to your bugles available. Handsome jet black leatherette covering and binding accented with white stitching is complimented with black plush lining.

- No. 2523—Soprano Bugle Case.....\$18.00
- No. 2663—Baritone Bugle Case.....\$22.50
- No. 3623—French Horn Bugle Case.....\$25.00
- No. 3691—Bass-Baritone Bugle Case.....\$32.50

the finest in student line instruments

new from Ludwig

ACROLITE SNARE DRUM

Ludwig
... a quality
standard
since 1909

ACROLITE

*new lightweight metal
alloy . . . Lightens the drum,
brightens the tone!*



PROFESSIONAL QUALITY IN A STUDENT DRUM

Exciting new advances in drum design and construction provide the first all-metal snare drum at a new low price. Ludwig's wonder metal, ACROLITE makes possible a new lightweight drum with resonance and tone found only in more expensive models. The new Acrolite snare drum features the famous "beaded" metal shell, 8 self-aligning tension casings and triple-flanged hoops also made of the new acrolite metal. Hoops, shell and tension casings bright finished. Available in 5"x14" size only.

No. 404—5"x14" Acrolite Snare Drum..... \$65.00

Acrolite STUDENT KIT

This latest addition to the famous line of Ludwig student kits features the new all-metal ACROLITE SNARE DRUM described above. Kit includes drum, stand, sticks, instruction books and the handsome new Ludwig kit case.

Complete Kit Includes:

No. 404—5"x14" Acrolite Snare Drum.....	\$65.00
No. 1363—Snare Stand.....	9.95
No. 3A—3 A Sticks.....	1.00
No. 1011—Ludwig Drum Method.....	1.50
No. 7152—Kit Case.....	12.00
Total Value.....	<u>\$89.45</u>
No. 2448—Acrolite Kit Complete.....	\$85.00

Federal Excise Tax Extra



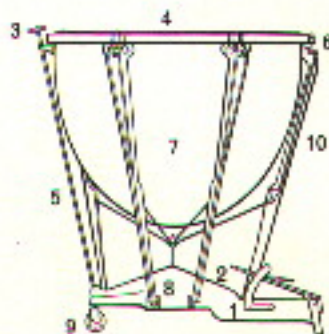
striking advances from the world leader in Pedals



the new Ludwig
DRESDEN
model with copper kettles

*exclusive features of
the Dresden model*

1. New pedal mechanism with locking clutch
2. Reversible clutch lever
3. Master tuning handle
4. 26" and 29" diameters
5. External tensioning
6. Eight key tension tuning rods
7. One-piece parabolic suspended kettle
8. Lightweight aluminum struts and base
9. All-directional roller wheels with locks
10. Tension rods concealed within protective supporting struts



superb! in tone / in craftsmanship / in total quality

Wm. F. Ludwig proudly presents new advancements in timpani design . . . the new modern Ludwig Dresden Model pedal timpani. This new timpani features an entirely new pedal mechanism incorporating a system of reciprocal linkage which provides smooth and consistent foot action throughout the entire range. New "saw-tooth" clutch engaged by side action clutch lever, locks pedal to any desired tone. Clutch lever may be shifted to either side of pedal foot board providing choice of timpani position.

Master tuning handle provides fractional tuning. All tension rods are located on the outside assuring unbroken resonance from deep parabolic copper kettles. Eight key tension rods and suspension struts provide even head tension. Supplied in 26" and 29" diameters for extra tonal body throughout entire range. Choice of calf or WEATHER MASTER Plastic Heads. Sticks and head protectors included.

No. 876—26" and 29" Dresden Model Timpani
Mark 1, External Tension, copper kettles only, per pair . . . \$700.00B

Federal Electric Twp. extra, net . . . \$41.40



Timpani

Ludwig
... a quality
standard
since 1909

LUDWIG FORMULA X-83 FIBERGLAS TIMPANI *with tone and resonance comparable to copper*

After extensive research and development, Wm. F. Ludwig, introduces the new Ludwig Formula X-83 FIBERGLAS Kettle. The FIRST fiberglas kettle with true musical tone comparable to copper. Ludwig's exclusive formula and processing finishes the kettle satin smooth inside and out, providing an acoustically designed tonal chamber with no rough, fibrous surface to kill the tone and resonance.



new Fiberglas **STANDARD SYMPHONY model**

The popular Standard Symphony model is now available with Formula X-83 Fiberglas kettles at substantial savings. Ludwig's "Balanced Action" pedal provides instant, trouble-free tuning. Six support struts suspend kettle for greater resonance, 26" and 29" diameters for greater tonal body.

No. 1890—26" and 29" Fiberglas
Standard Symphony Model..... **\$510.00B**

Federal Excise Tax, extra, set per pair..... \$20.00

*Modern miracle X-83
FIBERGLAS creates
a new dimension in timpani
tone and durability*



new Fiberglas **UNIVERSAL model**

The new Fiberglas Universal Model offers tops in quality and economy. Lightweight detachable kettles are supplied in 26" and 29" diameters for greater tonal body throughout entire range. Floor-level pedal and Ludwig's "Balanced Action" mechanism provides fast accurate tone changes. Supplied with WEATHER MASTER plastic heads unless otherwise specified. Sticks and head protectors included.

No. 1892—26" and 29" Fiberglas
Universal Model, per pair... **\$440.00B**

Federal Excise Tax, extra, set \$20.00

exclusive features of Ludwig Fiberglas models

- Formula X-83 Fiberglas Kettles: strong, durable, dent resistant and lightweight.
- 26" and 29" diameters for greater tonal body throughout entire range.
- Kettles finished smoothly inside and out for greater tone and resonance.
- Famous Ludwig Balanced Action pedal mechanism for fast, effortless tuning.
- All-directional roller wheels

Tuning gauges may be attached to any model, extra, per pair..... \$40.00

in brilliance, clarity, tone . . .

Ludwig
... a quality
standard
since 1909



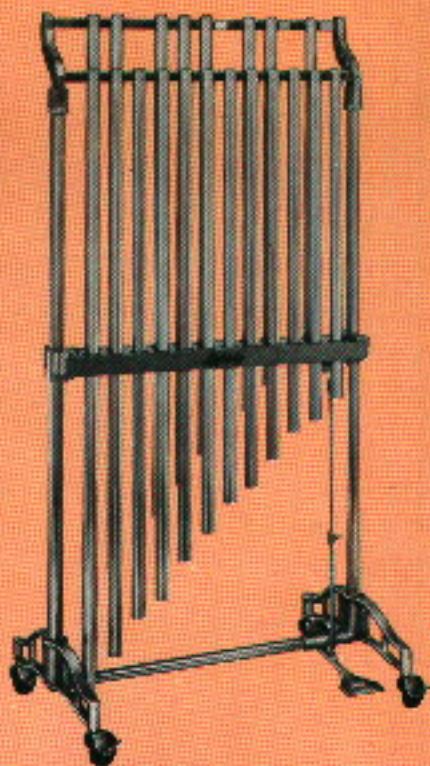
Symphonic ORCHESTRA BELLS

Musser SYMPHONIC ORCHESTRA BELLS are made of the finest high carbon tempered steel available. Bars are $1\frac{1}{4}$ " wide and $\frac{3}{8}$ " thick providing a rich, brilliant bell tone. Musser's exclusive mounting process allows each note to ring free with added clarity and resonance. The full $2\frac{1}{2}$ octave keyboard (G to C) is mounted in a sturdy shaped case with removable lid. Two sets of mallets are supplied with each instrument.

No. 645—Symphonic Orchestra Bells. \$195.00B

Federal Excise Tax Extra

Musser is the



Symphonic CHIMES

Ludwig SYMPHONIC CHIMES feature a full $1\frac{1}{2}$ octave (C to G) range. The added F # and G extend the range to allow performance in additional keys and eliminates transposing down an octave for these notes. Tubes are a full $1\frac{1}{4}$ " in diameter and are made of the finest brass available, carefully cut and tuned by master craftsmen. Special tube cap and suspension provide improved tone and carrying power. An entirely new damper mechanism is designed for instant trouble-free response.

No. 635—Symphonic Chimes \$675.00B

Federal Excise Tax Extra



standard in mallet percussion



Soprano VIBE

Newest addition to the famous Musser Vibe line is the versatile 3 octave SOPRANO. Beautifully constructed, extremely durable, lightweight and completely portable, the Soprano is the lowest priced "professional quality" vibe available today. With a range of F 4 to F 7, the Soprano doubles as orchestra bells, glockenspiel and vibe. Finished in beautiful mottled black and white frame, gray hammered legs and cross bars and silver satin keyboard. Supplied with 2 pairs suitable mallets.

No. 25—Soprano Vibe.....\$325.00B

Federal Excise Tax Extra



Piccolo XYLOPHONE

The new lightweight, portable PICCOLO XYLOPHONE is ideally suited for the professional "show drummer" and for use in school music departments with limited budgets. The full 2½ octave (F to C) keyboard is made of genuine Honduras Rosewood, expertly tuned and finished to provide an instrument of lasting satisfaction. Keyboard is built into sturdy carrying case with removable top. Bars are 1⅝" wide and ⅝" thick. Two pairs of suitable mallets included.

No. 40—Piccolo Xylophone.....\$115.00B

Federal Excise Tax Extra



Ludwig

new...

The GOLD COAST Stand-up Outfit



Ludwig introduces a new concept in "stand-up" outfits . . . the two-piece GOLD COAST Outfit designed and built especially for the night club performer. The Gold Coast features a unique mounting of 3" x 13" snare drum employing the new Hercules stand, retracting into a compact 12" x 18" bass drum. Entire outfit can be moved quickly as one unit and packs into single case. Available in choice of pearl or lacquer finish. Supplied with plastic heads unless otherwise specified.

Outfit includes:

No. 905 PC—3"x13" Snare Drum.....	\$ 60.00
No. 918 PC—12"x18" Bass Drum.....	100.00
No. Spec.—Snare Drum Holder Assembly.....	14.00
No. 252—Pedal.....	15.00
No. 1303C—Retracting Spurs.....	5.00
No. 11A—Sticks.....	1.00
No. 192—Brushes.....	2.00
Total Value.....	\$197.00
No. 1111 PC—Gold Coast Outfit, pearl, chrome.....	\$190.00
No. 1111 LC—Gold Coast Outfit, lacquer, chrome.....	\$175.00

Federal Excise Tax Extra



advanced design and engineering

...for the discriminating drummer

The HERCULES DRUM STAND

Here's the stand every drummer has been waiting for... an entirely new concept in design for a heavy duty drum stand. The absolutely rigid HERCULES requires only one adjustment to lock your drum securely in place, positive locking ring set on main shaft tightens three heavy gauge steel basket arms firmly around drum counter-hoop. Complete height and angle adjustments are provided. Finished in handsome chrome plate, the Hercules is available in dance or concert model with 4" longer center tube.

No. 1364—Hercules Stand,
dance model... \$24.00

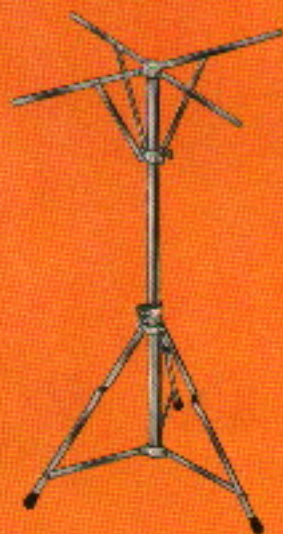
No. 1364—Hercules Stand,
concert model. \$24.00



Concert TRAP TABLE

The new CONCERT TRAP TABLE is designed to hold accessory instruments, sticks and beaters for immediate use in the band or orchestra. Felt padded table top measures 18" x 24" overall. Heavy duty chrome plated stand folds for easy packing. Complete height adjustment offers use with standing or sitting position. Every percussion section should have the new Concert Trap Table.

No. 1378—Concert Trap Table..... \$32.00



Orchestra BELL STAND

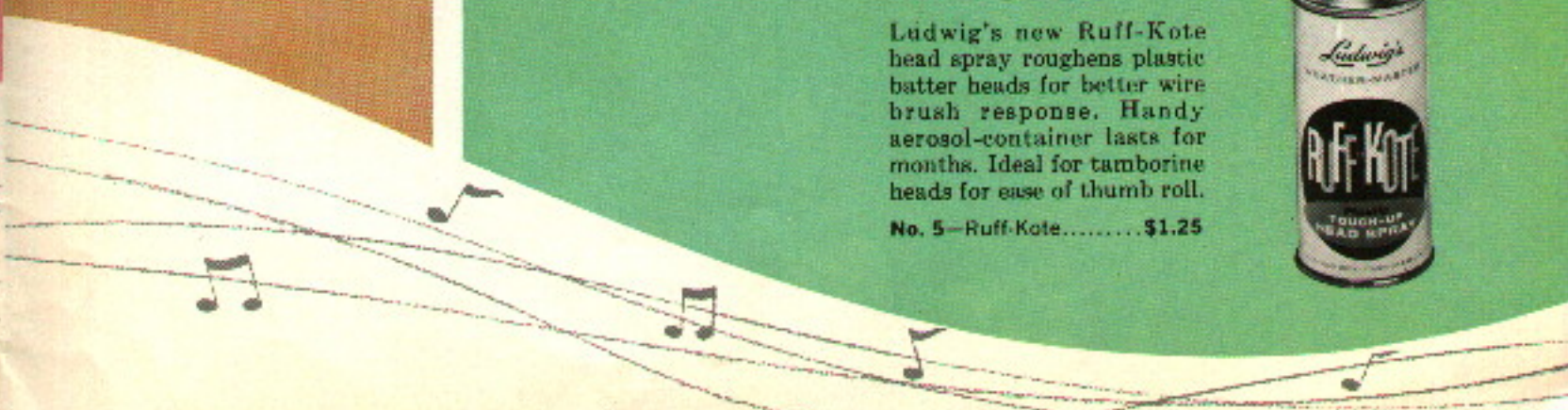
A sturdy, heavy duty, folding stand designed to hold Orchestra Bells in playing position. Also ideal for holding the new Piccolo Xylophone. Complete height adjustment accommodates seated or standing positions. Finished in beautiful triple chrome plate for years of service.

No. 1369—Orchestra Bell Stand..... \$24.00

Ruff-Kote HEAD SPRAY

Ludwig's new Ruff-Kote head spray roughens plastic batter heads for better wire brush response. Handy aerosol-container lasts for months. Ideal for tamborine heads for ease of thumb roll.

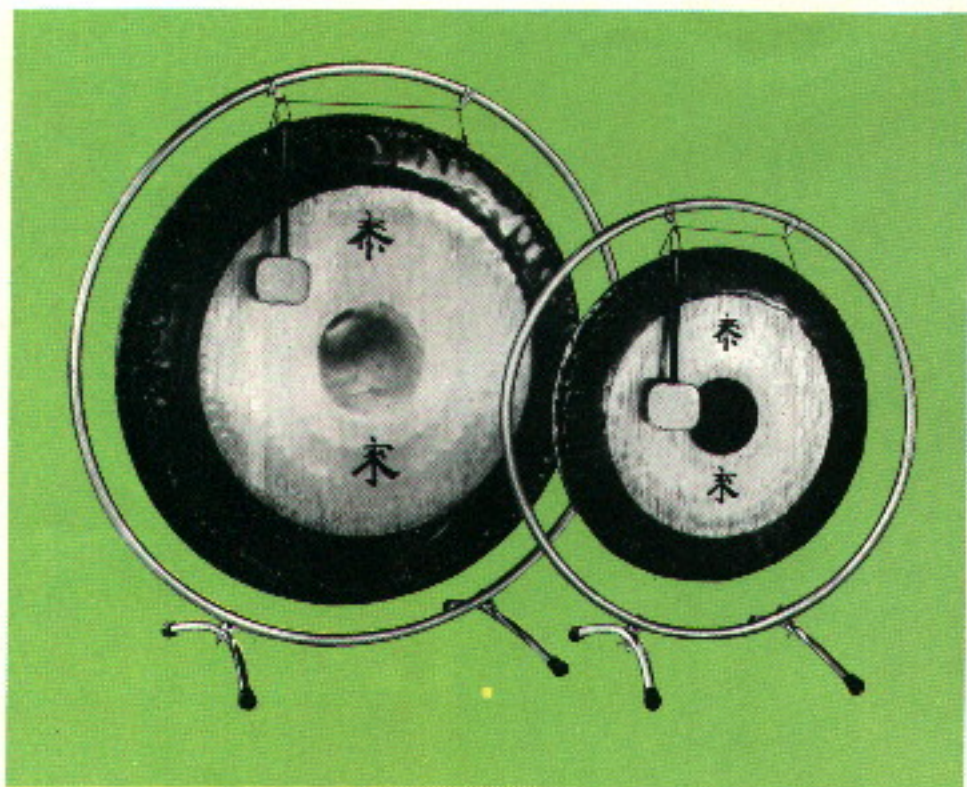
No. 5—Ruff-Kote..... \$1.25



Ludwig
... a quality
standard
since 1909

New Accessory Instruments

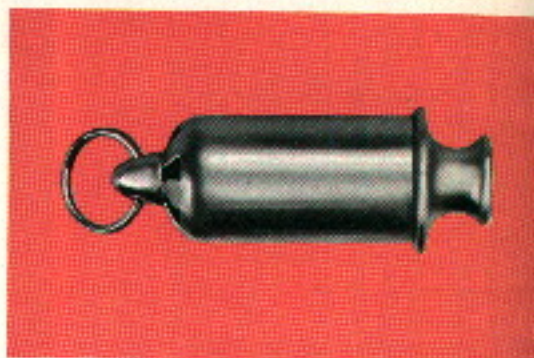
...in the Ludwig quality



Symphonic GONG STANDS

An entirely new design in Symphonic Gong Stands now is available in three diameters to accommodate any size gong. Full steel circle assures rigid support for even the largest sizes. Modern curved feet are mounted on main circle with new non-twist brackets for maximum stability. Non-slip rubber tips provide firm anchorage. Adjustable hooks allow centering of gong in stand for balanced weight distribution. Stand is triple chrome plated for lasting beauty.

- No. 764—Gong Stand for sizes 20" to 24"..... \$30.00
No. 762—Gong Stand for sizes 26" to 30"..... \$34.00
No. 763—Gong Stand for sizes 32" to 40"..... \$38.00



tradition

ANVIL

Ludwig's new Anvil is ideal for descriptive numbers. Supplied complete with anvil, folding stand, mallet and case.

- No. 4115 —Anvil only...\$11.00
- No. 4117A—Stand only. 2.00
- No. 4120A—Mallet only 1.00
- No. 4121 —Case only.. 3.75
- No. 541 —Anvil, Complete Outfit..... 17.00

Siren WHISTLE

For use as wind whistle, siren whistle or cyclone. Delivers clear, high pitched tones. All-metal plated construction with ring for hanging on music stand.

- No. 539—Siren Whistle. \$ 4.00

Golden Tone COW BELLS

Ludwig's new GOLDEN TONE COW BELLS produce clear resonant tone, ideally suited for today's modern Latin rhythms. Heavier, harder alloy construction and fully welded seams assure richer, brighter sound. Bronze plated for lasting beauty.

- No. 128—4" Cow Bell....\$3.50
- No. 129—5" Cow Bell.... 4.00



Acrolite DRUM BEATERS

will long out-last comparable wood models

Made of Ludwig's new lightweight metal Acrolite, these new Scotch bass, tenor and bass drum beaters will long out-last comparable wood models that often warp, split and crack after short use. Rubber covered grip reduces hand slippage. Balance places weight in ball end for added power and tone.

- No. 2331—Acrolite Scotch Beaters.....\$7.50 Pr.
- No. 2333—Acrolite Tenor Beaters..... 7.00 Pr.
- No. 2320—Acrolite Bass Beater..... 6.50 Ea.

Lamo STICKS

Laminated for unrivaled performance, feel, durability

A revolutionary new idea in the manufacture of drum sticks... electrically fused lamination blends choice select hardwoods in uniform layers providing better feel, match and tone. New LAMO sticks are available in all popular Ludwig models. To order see catalog 62 for model numbers.

- Lamo Sticks, per pair...\$1.50

Concert CASTANETS

Ludwig CONCERT CASTANETS now offer professional mounting for the school band and orchestra program. Exclusive design provides instant trouble-free response when played with fingers or soft mallets. Bakelite castanets resonate against select hardwood mounting block.

- No. 89—Concert Castanets.....\$6.00

18 Strand SNARES for Super-Sensitive Drum

Designed especially for the famous Model 410 Super-Sensitive snare drum for increased snare response at all dynamic levels. 18 snare strands are carefully mounted on swivel ends for even tensioning.

- No. 415—18 Strand Snares.....\$6.00



new teaching aids

FOR PERCUSSION INSTRUMENTS



MODERN Mallet METHOD by Phil Kraus... A progressive lesson plan for vibes, xylophone and marimba combining technique, theory and harmony. Available in 3 volumes: Elementary, Intermediate, Four Mallets.

- No. 1035—Modern Mallet Method Vol. 1.....\$3.00 B
 No. 1036—Modern Mallet Method Vol. 2..... 5.00 B
 No. 1037—Modern Mallet Method Vol. 3..... 5.00 B



AUTHENTIC BONGO/CONGA RHYTHMS by Bob Erone... Two books offering complete study of bongos and conga drum. Fully illustrated for current playing methods and all Latin rhythms.

- No. 1032—Authentic Bongo Rhythms.....\$1.00 B
 No. 1033—Authentic Conga Rhythms..... 1.00 B



LATIN-AMERICAN RHYTHM INSTRUMENTS by Morales-Alder... An authentic guide to the Latin instruments and rhythms. Full percussion scores of all popular rhythms with text in Spanish and English.

- No. 1031—Latin-American Rhythm Inst.....\$3.00 B

Ludwig proudly offers the following teaching aids for development of better percussion. All books are highly recommended as individual or class study.



VIBES FOR BEGINNERS by Phil Kraus... A progressive lesson plan for beginning vibes combining technique, reading and pedaling. Includes introduction to chords and easy melodic passages.

- No. 1038—Vibes For Beginners.....\$1.50 B



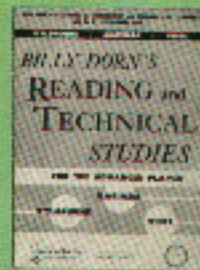
XYLOPHONE AND MARIMBA METHOD by Florence Schaefer... A basic elementary method for beginners continuing 174 short exercises, 52 songs, mallet fundamentals and 7 music quizzes.

- No. 1034—Xylo & Marimba Method.....\$2.00 B



JAZZ PHRASING for MALLETS by Johnny Roe... Designed to develop the "jazz feeling" for mallet performance including interpretation and phrasing. An outstanding book by a recognized jazz great.

- No. 1039—Jazz Phrasing For Mallets.....\$3.50 B



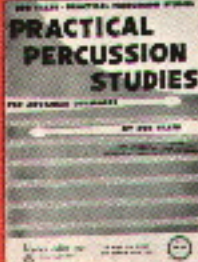
READING and TECHNICAL STUDIES by Billy Dorn... A comprehensive work designed to develop the advanced mallet player. A must for every serious student of mallet percussion.

- No. 1040—Reading & Technical Studies.....\$4.00 B



TIMPANI METHOD by Alfred Priese... A complete method for timpani in 4 parts: basic theory, technique, intonation, repertoire. Recommended as basic text for the study of timpani.

- No. 1030—Timpani Method.....\$5.00 B



PRACTICAL PERCUSSION STUDIES by Bob Tilles... An advanced reading and exercise guide designed to develop reading skills of all types of music. Includes 3/4 and 5/4 jazz studies.

- No. 1041—Practical Percussion Studies.....\$4.00 B



ACCENTS and REBOUNDS by G. L. Stone... An advanced study designed to develop control and flexibility of sticks through accents. A must for the serious student.

- No. 1091—Accents and Rebounds.....\$3.00 B



TRUMPET AND DRUM by John P. Souza... Here's a real collector's item, the only instruction book ever written by John Philip Souza. Contains rudiments for trumpet and drum.

- No. 1014—Trumpet & Drum.....\$1.50

See the latest in quality LUDWIG products at your nearest authorized Ludwig dealer.



1728 North Damen Ave. • Chicago 47, Ill.