

*Ludwig total quality at a moderate price*

**LUDWIG<sup>®</sup>**  
**STANDARD**



Gold Strata

Blue Strata

Bronze Strata

Ruby Strata

Lemon Strata

Avocado Strata

Silver Mist

Gold

# *standard*

By **LUDWIG**®

## *Top Quality Moderately Priced*

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.

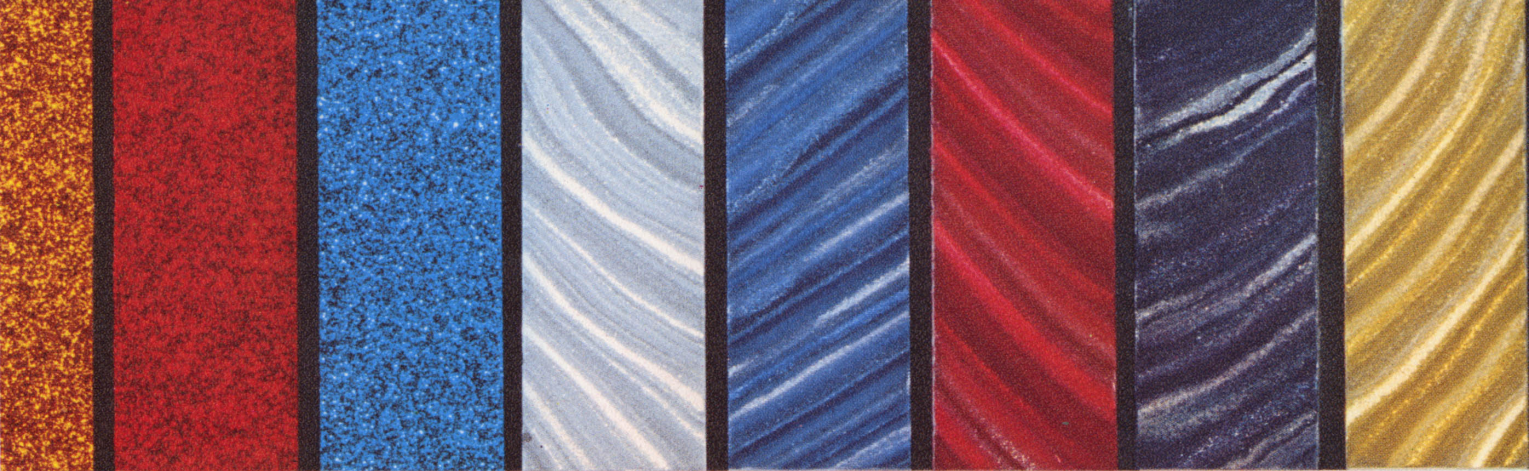
### Exclusive *STANDARD LINE* Features

- 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 May 1, 1971 F.O.B. Factory  
Subject to change without notice.







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



# Ludwig<sup>®</sup> 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... **\$449.50**

### **NO. S-301**

—3 DRUM OUTFIT, Same as S-300 Less 14" x 14" Floor Tom Tom... **\$359.00**

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

### **NO. S-300X**

OUTFIT, Choice of Pearl Finish, WITH 4 CYMBALS... **\$561.50**

### **NO. S-301X**

—3 DRUM OUTFIT, Same as S-300X Less 14" x 14" Floor Tom Tom... **\$471.00**

Above outfits available with Model No. S-101 chrome snare drum at no additional cost. To order, specify letter "C" after outfit catalog number.



BLUE STRATA ILLUSTRATED



# Ludwig Standard

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



SILVER MIST ILLUSTRATED

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 . . . **\$459.00**

### **NO. S-321**

—3 DRUM OUTFIT, Same as S-320 Less 16" x 16" Floor Tom Tom . . . **\$369.00**

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

### **NO. S-320X**

OUTFIT, Choice of Pearl Finish, WITH 4 CYMBALS . . . **\$571.00**

### **NO. S-321X**

—3 DRUM OUTFIT, Same as S-320 Less 16" x 16" Floor Tom Tom . . . **\$481.00**

Above outfits available with Model No. S-101 chrome snare drum at no additional cost. To order, specify letter "C" after outfit catalog number.



The **STANDARD S-350C** Double Bass Drum Outfit



BLUE MIST ILLUSTRATED





For extra drive—solid sound, Ludwig Standard offers, for the first time, a double bass drum outfit at a moderate price. The 6 drum outfit includes 2-14" X 22" bass drums, 1-16" X 16" floor tom tom, 8" X 12" and 9" X 13" tom toms mounted on a new heavy duty stand with full height adjustment for all playing levels, and the popular chrome 5" X 14" snare drum.

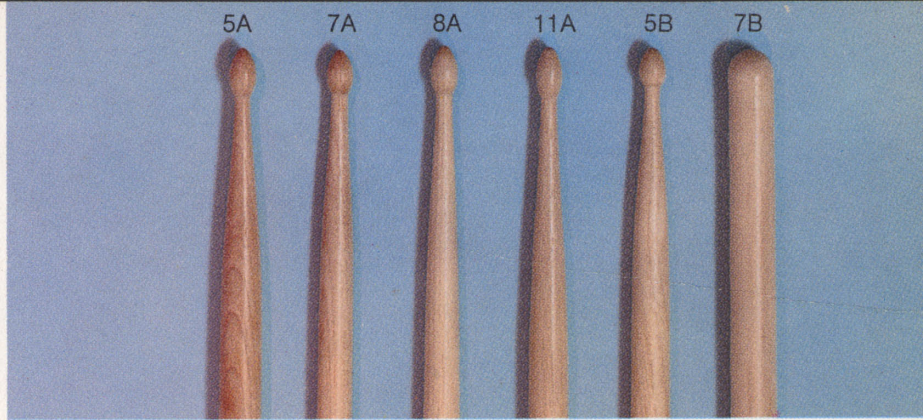
**NO. S-350C**

OUTFIT, Choice of Pearl Finish, WITHOUT CYMBALS ..... **\$698.00**

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

**NO. S-350CX**

OUTFIT, Choice of Pearl Finish, WITH 4 CYMBALS ..... **\$810.00**

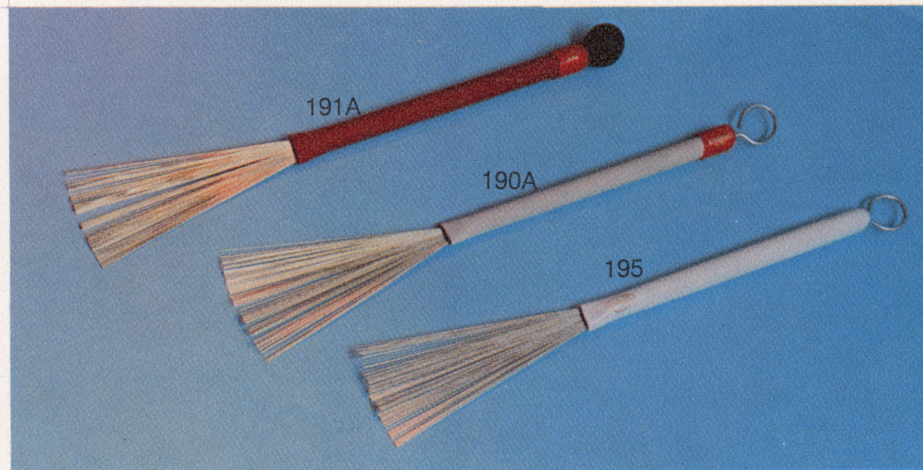


LUDWIG MATCHED SNARE DRUM STICKS

**HICKORY STICKS . . . . . PER PAIR \$2.00**

Ludwig hickory snare drum sticks are cut from select close-grained hickory dowels, carefully sanded, and satin lacquer finished. Bead shape, neck thickness, shoulder taper, stick length and shaft diameter are approximate.

- No. 5A—Medium olive bead, thin neck, moderately long shoulder taper, length 16" X 9/16" diameter.
- No. 7A—Roy Haynes model, medium olive bead, thin neck, moderately short shoulder taper, length 15 1/4" X 1/2" diameter.
- No. 8A—Acorn bead, thin neck, long shoulder taper, length 15 5/8" X 3/8" diameter.
- No. 11A—Joe Morello model, medium olive bead, moderately thin neck, moderately short shoulder taper, length 15 5/8" X 1/2" diameter.
- No. 5B—Moderately large olive bead, medium neck, moderately long shoulder taper, length 16" X 9/16" diameter.
- No. 7B—Rock Beat model, length 16" X 1/2" diameter.



LUDWIG WIRE BRUSHES

- NO. 191A—BALL END GROOVED MODEL**  
Grooved red rubber handle prevents turning while in use. Ball end cymbal and tom tom use  
Pair..... **\$2.60**
- NO. 190A—WHITE RUBBER MODEL**  
Small, smooth white rubber handle especially designed for circular press rolls and small combo work.  
Pair..... **\$2.60**
- NO. 195—WHITE PLASTIC MODEL**  
The new white plastic model provides a sure-grip, slim handle designed for solid rim shot work.  
Pair..... **\$3.00**





# 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 . . . . . **\$539.00**

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

### **NO. S-330X**

OUTFIT, Choice of Pearl Finish, WITH CYMBALS . . . **\$651.00**

Above outfits available with Model No. S-101 chrome snare drum at no additional cost. To order, specify letter "C" after outfit catalog number.



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 . . . . . **\$78.00**

### **NO. S-102**

5"x14" Snare Drum, Acrolite Finish . . . . . **\$68.00**

## ***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 . . . . . **\$99.50**

### **NO. S-505**

STANDARD STUDENT KIT with No. S-102—5"x14" All-Metal Snare Drum, Acrolite Finish . . . . . **\$99.50**





# Accessories...



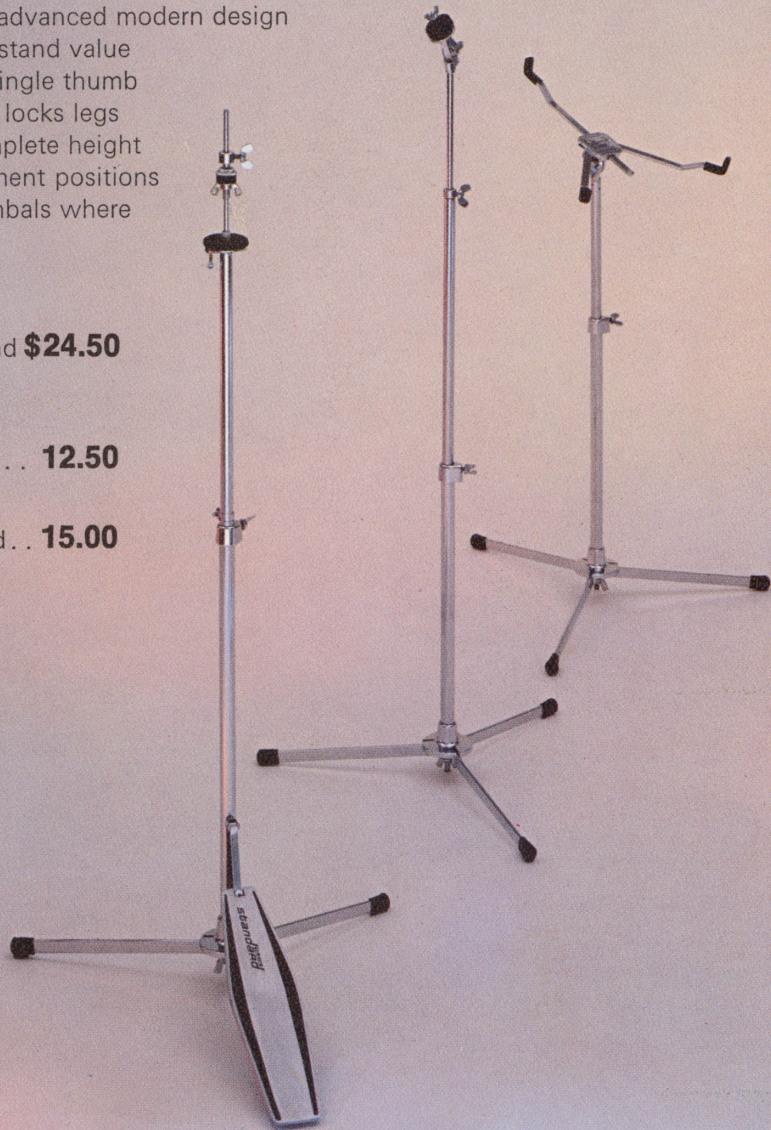
## The **Standard** line of quality stands

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 **\$24.50**

**NO. S-270**  
Cymbal Floor  
Stand . . . . . **12.50**

**NO. S-260**  
Snare Drum Stand . . **15.00**



**STANDARD UNI-SPHERE  
TOM TOM HOLDERS**

The Standard line offers a choice of 2 retracting heavy duty tom tom holders and NEW heavy duty floor stand. All three holders feature complete height and angle adjustment for solid non-slip mounting of all tom toms. The UNI-SPHERE holders combine a special draw bolt with positive ratchet design that can really take a beating.

S-220 SINGLE TOM TOM  
HOLDER . . . . . **\$ 10.50**  
S-230 DOUBLE TOM TOM  
HOLDER . . . . . **18.00**  
S-245 FLOOR TOM TOM  
STAND . . . . . **27.50**



**S-220**



**S-230**



## 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 . . . . . **\$22.50**

- 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.

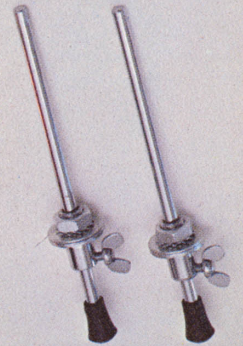
**NO. S-240**  
Shell Mount Cymbal Holder Complete. **\$7.50**



## Disappearing Spurs

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

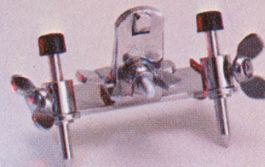
**NO. S-1303**  
Disappearing Spur, pair, Chrome . . . . . **\$6.50**



## 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.

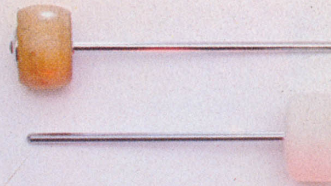
**NO. S-1304-1**—Anchor . . . **\$5.75**



## 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.

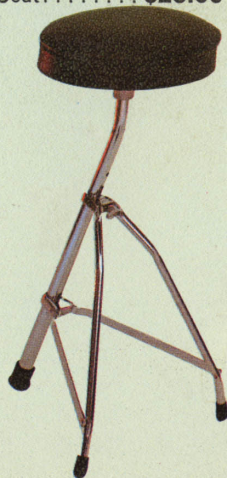
**NO. SP-1287**—Wood Pedal Beater . . . . . **\$3.50**  
**NO. SP-1286**—Hard Felt Pedal Beater . . . . . **\$3.50**



**S-245**



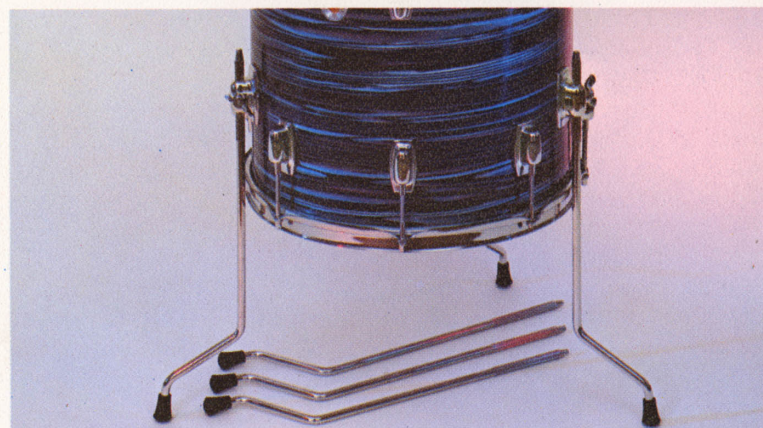
**No. 1025-1**  
—PORTO SEAT  
with Oval  
Black Vinyl  
Seat. . . . . **\$25.00**



## 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 with brackets . . . . . **\$14.00**





## Ludwig Standard



### INDIVIDUAL DRUM SPECIFICATIONS

<b>NO. S-100</b> —5"x14" Snare Drum, 8 Lugs, Pearl . . .	<b>\$ 78.00</b>
<b>NO. S-110</b> —8"x12" Tom Tom, 12 Lugs, Pearl . . . . .	<b>68.00</b>
<b>NO. S-120</b> —9"x13" Tom Tom, 12 Lugs, Pearl . . . . .	<b>71.00</b>
<b>NO. S-130</b> —14"x14" Tom Tom, 16 Lugs, Pearl . . . . .	<b>94.00</b>
<b>NO. S-140</b> —16"x16" Tom Tom, 16 Lugs, Pearl . . . . .	<b>97.00</b>
<b>NO. S-150</b> —14"x20" Bass Drum, 20 Lugs, Pearl . . .	<b>130.00</b>
<b>NO. S-160</b> —14"x22" Bass Drum, 20 Lugs, Pearl . . .	<b>135.50</b>

### LUDWIG STANDARD DRUMS

Made under the exacting specifications of the regular Ludwig line to produce the highest quality possible consistent with the moderate price. Self-aligning tension casings and bright chrome-finished hardware guarantee you a drum that will last. Heads are made of top grade plastic to produce an even, resonant sound from edge to edge.

## 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.

<b>NO. 210</b> —10" . . . . .	<b>\$ 12.00</b>	<b>NO. 217</b> —17" . . . . .	<b>\$ 34.25</b>
<b>NO. 211</b> —11" . . . . .	<b>14.50</b>	<b>NO. 218</b> —18" . . . . .	<b>37.25</b>
<b>NO. 212</b> —12" . . . . .	<b>17.75</b>	<b>NO. 219</b> —19" . . . . .	<b>41.50</b>
<b>NO. 213</b> —13" . . . . .	<b>21.25</b>	<b>NO. 220</b> —20" . . . . .	<b>45.00</b>
<b>NO. 214</b> —14" . . . . .	<b>24.50</b>	<b>NO. 221</b> —21" . . . . .	<b>49.50</b>
<b>NO. 215</b> —15" . . . . .	<b>28.25</b>	<b>NO. 222</b> —22" . . . . .	<b>53.75</b>
<b>NO. 216</b> —16" . . . . .	<b>31.50</b>		

### HOW TO ORDER:

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

# Ludwig<sup>®</sup> Standard

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

LS2CV517150

Printed in U.S.A.

All Rights Reserved