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 WEATHERMASTER 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, II, 60647

Send VISTALITE color brochure to:

NAME

STREET

CITY

STATE

ZIP
Ludwig sounds as clear as it looks

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 mixing 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.

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

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
01-924 1260

Organ Loft
Huddersfield
0484 250655

Percussion Services
London
01-507 8383

Coda
Bradford
0274 307433

Hobbs
Lancaster
0524 807410

Carlsbro
Sheffield
0742 063662

Music City
London
01-439 2866

Charles Foote
London
01-437 1811

Gardners Hall
Halifax
0482 233865

Mean Machine
Darlington
0322 626821

Cookes Band Inst.
Norwich
0603 33663

Free 'n' Easy
Hemel Hempstead
0422 396959

Freedmans
Leytonstone
0593 02869

Rushworth & Dreaper
Liverpool
051 709 3071

Hassy's
Liverpool
051 236 1418

Sound Pedal Music Centre
Leicester
0533 30796

Free 'n' Lazy Music
Oxford
0865 721411

Drum & Guitar
Cambridge
0223 54410

Perfusion Sounds
Southport
0502 701064

Townsend Music
Blackburn
0254 885694

Bradleys
Glasgow
041-522 1830

House of Cylsdales
Ayr
0292 932305

House of Cylsdales
Edinburgh
031-556 5148

ENGLAND

Drumland
Dartford
32-24449

Professional Percussion
London
01-485 4424

Peter Gray
Norwich
0604 31211

Carlsbro
Mansfield
0623 25804

Frohny Tonk
Huddersfield
0484 250655

Rushworth & Dreaper
Liverpool
051 709 3071

Hassy's
Liverpool
051 236 1418

Sound Pedal Music Centre
Leicester
0533 30796

Free 'n' Lazy Music
Oxford
0865 721411

Drum & Guitar
Cambridge
0223 54410

Perfusion Sounds
Southport
0502 701064

Townsend Music
Blackburn
0254 885694

Baratta's
Manchester
061 236 4843

Mamelok
Manchester
061 834 9146

John Sage
King's Lynn
0534 14026

Rock City
Newcastle
0912 24176

Bennett's Drum Centre
Portsmouth
0702 66865

Bass Music
Newport
0362 701054

Mary's Music
Accrington
0204 35050

Ashkens Roma
Pleas
0202 743695

WALLIS

Gamin Pianos
Cardiff
0222 20828

Pieton Music
Swansea
0792 25555

EIRE

Rattley
Dublin
0051 43090

Dublin Drum Centre
Dublin
0011 575787

Michael Foley
Cork
0603 41725

N. IRELAND

Sports & Music
Ballymena
0286 41792

Rose-Morris
Ludwig

NO. 9937TP
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 Industries
1728 N. Damen Avenue
Chicago, Ill. 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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LUDWIG
Ludwig Industries
1728 N. Damen Avenue
Chicago, Ill. 60647
When you join Ludwig’s Spotlight Revolution you’re in good company.

Spotlighted: ROY HAYNES

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.

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 Industries
1728 N. Damen Avenue
Chicago, Ill. 60647
“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 damned 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.
I began my drumming career on an old gas cooker.

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New Ludwig Clear VISTALITE Drum Outfits

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

Name ____________________________ Title ____________________________
Street ___________________________ City __________ State __________ Zip ___________
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!
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  •  1609 North Wolcott  •  Chicago, Illinois 60647
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.

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Please send me the new Rainbow brochure.  Dept. DB-6975

Name______________________
Street______________________
City_______________________
State_______________________Zip Code________

STRIPE UP THE BAND

with Ludwig Rainbow Vistalite Drum Sets.

LUDWIG® INDUSTRIES
Coupon Mail Department
Ludwig Industries • 1609 North Wolcott • Chicago, Illinois 60647
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® 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®. 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® 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.
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 Quadruple 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.

Ludwig Industries
1728 North Damen Avenue
Chicago, IL 60647

February 26 □ 43
THE ONES TO SEE FOR '73
from Ludwig...the name that puts the PRO in PROduct

NEW CHROME "OCTAPLUS" DRUM OUTFIT
NEW CLEAR PLASTIC DRUM OUTFIT
NEW WEATHERMASTER DRUM HEADS
NEW PICCOLO KELON XYLOPHONE
NEW MUSSER M-31 KELON MARIMBA
NEW SMALL CONCERT PERCUSSION KIT
NEW OAK WOOD DRUM STICK LINE

Ludwig® INDUSTRIES
1728 North Damen Avenue, Chicago, Illinois 60647