

TABLE OF CONTENTS

Wm. F. Ludwig Sr. Autobiographical Notes	1
Early days of the factory	
Banjos	14
Ludwig Business History 1930s–1960s	17
Ludwig Vs. Slingerland	21
Ludwig: Largest Drum Company In The World... Again	
Dick Schory	23
Frank Baxpehler	29
Karl Dustman	35
Dick Gerlach	43
Ludwig And Musser	50
Ludwig at the turn of the century and looking toward the future	
Jim Catalano	51
Ludwig/Musser Manufacturing Today	57
Ludwig Company Timeline	60
Ludwig Facilities	62
Endorsers	
Ludwig Drummer	68
Alphabetic listing of endorsers mentioned in catalogs	70
Key endorsers	
Frank Fancher	73
Jack Powell	74
Buddy Rich	77
Hal Blaine	79
Ringo Starr	84
Carmine Appice	90
Jon Bonham	92
Wm. F. Ludwig III; first artist relations coordinator	93
“Bill”’s endorser roster	102
Todd Trent	105
Ludwig and Cymbals	112
Ludwig Timpani	113
Ludwig and Mallet Instruments	122
Ludwig Collectors	
Gary Asher	123
Bun E. Carlos	124
Mike Curotto	125
Kevin Dusenbury	126
Mario Rivera	127
Paolo Sburlati	128
Franki V	129
Black Beauty	131

Dating Guide	
Catalogs	143
Painted Bass Drum Heads	148
Colors	150
Gold Ludwig	168
Badges	173
Shells	
Wood	179
Non-Wood	183
Vistalite	186
Drum Heads	188
Lugs	191
Strainers	201
Mufflers	208
Serial Numbers	210
Tom Holders	211
Bass Drum Spurs	218
Hihats	219
Cymbal Stands	223
Snare drum stands	226
Pedals	229
Snare Drums:	
Supra-Phonic	241
Acrolite	246
Super	247
Catalogued Snare Drums	251
Big Bass Drums	268
Outfits:	
Catalogued Outfits	269
Resources	295
Index	299

Acrolite snare drum	246	Christian, Bobby	93
Aldridge, John	131,142	Chromatic Bell Lyra, first	8
Appice, Carmine	90-91	Class Act poster shoot	94,95
End of endorser status	38	Clinic program	75
Arbiter, Ivor	84	Coffin, Jim	53
Arsenault, Frank	11	Collectors	123-130
Artist Relations	see	Colors	150-167
endorsers		Conn, C.G. Co.	
Asher, Gary	123	Buys Leedy	10,17
Babiuk, Andy	87	Buys Ludwig & Ludwig	10,18
Badges	173-178	Sells Leedy, Ludwig & Ludwig	
Baker, Ginger	106	12,22	
Banjos		Ludwig become division of, 2003	
Craze begins with Whiteman's Pingatore	9	57	
Ludwig manufacturing	14-15,17,21	Criterion (theater)	4
Banjos and Ludwig Vs. Slingerland	21	Curotto, Mike	126
Bass drum heads, painted	148-149	Cymbals	112
Bass drum pedals	see pedals, bass drum	Cymbal stands	223-225
Bass Drum Spurs	218	D.F.S. Black Beauty	136
Bauduc, Ray	10	Damen Ave. Factory	61,64-66
Baxpehler, Frank	29-34,36,39	Danly, Robert C.	5,7,21,114
Beatles	see Starr, Ringo	Doty, Bud (electronics developer)	47
Best, Pete	83	Drum heads	see heads
Big bass drums	268	Drummer's Digest	69
Black Beauty	131-141	Dusenbury, Kevin	126,172
Blaine, Hal	79-81	Dustman, Karl	35-41
Blue & Olive badge	176	Electronics	45-49
Bolton, Dr. Calvin	68	Endorsers	70-104
Bonham, John	91,92,95	Budget	40
Bugle		Engraving	131-142
Baritone Bugle	8	Epstein, Brian	84
Piston Bugle	8	Exports	29-31
Bunn, Rollie	37,53	Facilities	62-67
Burzicki, Tom	56	Fancher, Frank	73
Calfskin	see heads	Faucher, Rick	79
Camco Drum Company	20	Finishes	see colors
Carlos, Bun E.	105,124	Fleetwood, Mick	102
Carr, Eric	102	Gerlach, Dick	43-46,54,59
Catalano, Jim		Gold plated drums	168-172
Interview	51-6	First Ludwig gold-plated drum	
On company timeline	61	7	
Pictured with Ringo & Todd Trent	89	Ringo Starr gold super	
Catalogs	143-147	85	
Catlin, John	1	Gottlieb, Danny	107
Chicago Grand Opera Company	6	Granitone	181
		Gretsch Drum Company	19
		Guzman, Carlos	104
		Hampton, Lionel	10
		Heads	

Dating guide	188–190	Ludwig, William F. III	33,60,93–98
Heads, continued		Ludwig, William F. Drum Company	10
First plastic heads	12	Ludwig Drummer	68,69
Slingerland skin competition	22	Lugs	
Heuck, Chuck	105,126,210	Accent	199
Hi-hats	219–222	Bitone	195
Holton	37	Classic	198
Instruction books		Combo	199
Art of Drumming (J. Burns Moore)	9	Dating guide	191–200
Haskell Harr	25	Leedy & Ludwig	197
Moeller, Strube, Bruce & Emmett	8	Low-mass classic	199
Integrated Resources	56	Rocker	200
Kane, Bob	55	Standard	197
Kinsey, Jim	57	Tube lugs	191,192
Kirkland, Kyle	56	WFL lugs	193–196
Knapp, Roy	79	Bebop	194
Knob-Tension Leedy & Ludwig	19	Piccolo	194
Snare Drum	260	Streamlined	193
Strainer	205	Wartime	194
Kramer, Joey	103	Zephyr	193
Krupa, Gene	18,21,74,79	Victorious	195
L&S Drum Company	18	Mallet instruments	122
Lawton, Jack	87	Manne, Max	7
Lease, Russ	87	Metzenger, Edward M.	10,23,24
Leedy, U.G.	16	Mills, Tom	5,16
Leedy Drum Company	17,18	McAllister, A.R.	9
Leedy & Ludwig Drum Company	10,12,60	McNeil, Charles	14
LeMert, Al	77	Messina, Dana	56
Lishon, Maurie	75	Moeller, (Gus) A.	8
Logo change in 1968	42	Monroe, N.C. manufacturing	
Ludwig, Bettie	11,32	Aerial photo of facilities	67
Ludwig, Brooke	32,93	Move from Chicago	46,55
Ludwig, Elsa	13	Today's manufacturing	57–59
Ludwig, Maggie	34,60	Moore, Dan	28
Ludwig, Theobald	5,7,60	Moore, J. Burns	8,9
Ludwig, William F.		Mufflers	208–209
Autobiographical notes	1–13	Musser Company	36
On company timeline	60	LaGrange plant	67
Personal Black Beauty		Ludwig acquires	50
135		National Association of Rudimental Drummers	11
Ludwig, William F. II		North American Phillips	39
family move, Elkhart to Chicago	18	Outfits, dating guide	269–292
individual drumming contest	9	Oyster finishes	127,156,157
joins Wm. F. Ludwig Drum Co.	10	Paynter, John	24
during WWII	11	Peacock Pearl	153
closing deal with Conn	12	Pedal, Bass Drum	
on company timeline	60		
passes keys of company to Catalano	51		

Alternating pedal	232	Baxpehler perspective on Ludwig purchase	34
Buddy outfit pedal	239	Dustman perspective on Ludwig purchase	37
Comet	233	Serial Numbers	210
Dating guide	229–240	Shells	
First pedal	5,229,230	Non-wood shells	183–187
Ghost	238	Todays manufacturing	58,59
Junior	233	Wood shells, dating guide	179–182
Leedy & Ludwig	234	Slingerland	
Side pedal	231	1928 Competitor of Ludwig	17
Speed King	10,237	Bud Slingerland	21,22,24
Standard	240	H.H. Slingerland	21
Super Speed	233	postwar sales	19
Victory, Victorious	234	wartime drums	18
WFL	235–237	Snare drums	
Pedal tom-tom	236	Be-Bop	261
Reversible	235	Bi-Tone	255
Universal	235	Black Beauty	131–142
		Combo	262
Pepitone, Frankie	129,130	D.F.S. Black Beauty	136
Peterson, Bill	55,56	Dating guide	251–267
Phase II	47–49	Deems, Barrett	260
Pittsburgh Symphony Orchestra	5,6	Deluxe	251
Powell, Jack	74	Gold-plated	168–172
Premier Drum Co.	53,54	Leedy & Ludwig	260
Resonator shell prototype	180	Knob Tension, New Era	260
Rich, Buddy	74,76–78	Max Manne Gold-plated drum	7,168
1947 endorser photo	11	Miniature	264
Buddy Rich model snare drums	258,259,260	New Era	248
catalog photos	75	New Era Sensitive	248, 253
declines “Class Act” invitation	94	Pioneer	252,254
endorser payment	25,68,84	Rocker	264,266
Richardson, Dick	38, 54	75th Anniversary limited edition	263
Ringer timpani	32	Silver Anniversary (1935)	248
Rivera, Mario	127	Silver Anniversary (1936)	253
Rocker Series	167, 290–292	Standard Swing	254
Rogers Drum Co.	19	Stipelgold and Ludwigold	151
Ryan, Pete	54,55	Super Swing	253,254
Sales figures		Thumb-rod single tension	251
1920s	17	Today’s models (chart)	267
1950–1970	20	Tom Mills drum	5,16
Savage, Henry W. English Grand Opera Co.	5	Universal	252,253,255
Sburlati, Paolo	128	Wm. F. Ludwig Sr.’s first drum	
Schory, Dick	23–28,29,35,43,44,85	1	
with gold-plated super	172	Wm. F. Ludwig Sr.’s personal drum	135
Schuessler Case Company	22,36	Wm. F. Ludwig Drum Co.	256
Selmer		WFL	257–259
		All-American Swing	257
		Buddy Rich Be-Bop	259

Buddy Rich Super Classic	258	Hydraulic	114
Hollywood Swing	257	First Pedal Tuned	6
Victorious	258	Military bid lost to Slingerland	22
World's Fair	257	Tom Holders	211–217
Snare stands	226–228	Top Hat and Cane	154
Spurs	218	Total Percussion	27
Standard, Ludwig	126,158	Transition badge	175
Starr, Ringo		Trentino, Sal	48
Beatles kit chronology	86	Trent, Todd	89, 105–110
Beatles logos on heads	87	VanHalen, Alex	107
Buys first Ludwig kit	84	Vistalite	129,130,160,161,186,187
Receives gold-plated Super	26, 84,85	Yamaha distribution of Ludwig	30,31
Ludwig logo on heads	83	War Production Board	10,18
Ringo and Ludwig	84	Waring, Fred	27
Ringo's post-Beatle Ludwig kits	89	Way, George	18, 19,20
Todd Trent meets Ringo	107–108	Wetling, George	10
Strainers		W.F.L. Drum Company	10,12,19,22,60
339	203	Wood Brothers Circus	2,3
Accent	207	Zettleman, Joseph	7
Controlled Response strainer	203	Zietz, Fred	2
Dating guide	201–207		
First strainer	201		
Leedy & Ludwig	205,206		
Broadway Extension	205		
Knob Tension Feather Touch	205		
Millenium	207		
P-85	207		
P-90	207		
Professional strainer	202		
Rocker	207		
Super	202,247–250		
Super-Duo	202		
Tango	202		
WFL	203–205		
Bebop	205		
Cocktail	205		
P-83	203,204		
Single & Twin Sensitive	204		
Strupe, Cecil H.	10		
Super, Super-Sensitive	247–250		
Supraphonic snare drum	241–245		
Hal Blaine and the	80		
Tannery	63		
Timeline of Ludwig company	60,61		
Timpani			
Balance Action tympani	12		
Dating guide	113–121		