



## DESTINATION DRIVE to LOUISVILLE SLUGGER MUSEUM

<https://www.sluggermuseum.com/>

Louisville Slugger Museum & Factory is all about celebrating the extraordinary role of Louisville Slugger in baseball's past, present and future. We're here to delight our guests and create joyful, lifetime memories.

Baseball connects generations, we see it here every day. Since the sport is such a big part of American history and culture, even visitors who don't consider themselves big fans find something here that resonates with them. Maybe it's the fun stories and fascinating machinery in the factory, or the hands-on exhibits, or one of our special exhibitions that broaden the interpretation of baseball.

**And, really, who doesn't love a free mini-bat?**

### History

In 1842, J. Frederick Hillerich emigrated with his family from Germany to Baltimore, Maryland. They moved to Louisville in 1856, where J. Fred started a woodworking shop. By 1864 "J.F. Hillerich, Job Turning" was in business and filled orders for everything from spindles to shutters to steamboat interiors. The eldest son, John Andrew "Bud" Hillerich, was born in Louisville in 1866.

The business thrived and by 1875 the little woodworking shop employed about 20 people. In 1880, Bud, became an apprentice in his father's shop. Young Bud also played amateur baseball and made his own baseball bats along with bats for several of his teammates.

There is debate over the origins of the carpentry shop's first bat for a professional player, but Bud most certainly played the key role in getting his father's business involved with what would become the company's signature item.

According to company legend, the first pro bat was created by 17-year-old Bud for Pete Browning in 1884. Browning was a megastar on Louisville's major league team, the Eclipse. One spring afternoon, Bud skipped out of work to watch the Eclipse play. He saw Browning break his bat and offered to make a new one at the woodworking shop. According to the story, in the next game Browning got three hits with the bat Bud made. And, oh, Pete Browning's nickname was, "The Louisville Slugger."

Bud was passionate about adding baseball bats to the family business, but his father wanted no part of that product. He didn't like baseball and he didn't think there was money to be made in baseball bats. J. Fred believed the future of the business was a very popular, patented, swinging butter churn. However, Bud Hillerich continued to push for and improve the bat-making business, and even invented some patented processes.



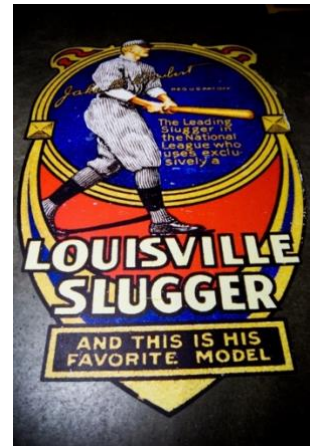
The Hillerich's baseball bat business grew. The name "Louisville Slugger" became their registered trademark in 1894, and Bud joined his father as a partner in 1897. The success of the growing bat company took another leap in 1905 when Honus "The Flying Dutchman" Wagner, a superstar shortstop for the Pittsburgh Pirates, signed a contract as the first player ever to endorse a bat. His autograph was also the first to be used on a bat and the first time a professional athlete endorsed an athletic product.

## WWII

After the war, baseball carried on as the country's passionate pastime, and Louisville Slugger bats dominated as the stick of choice for the greatest players in the game. Since that first contract with Honus Wagner in 1905, generations of legends have swung Louisville slugger bats, including: Babe Ruth, Joe DiMaggio, Ted Williams, Jackie Robinson, Roberto Clemente, Hank Aaron, George Brett, Ken Griffey Jr, and Derek Jeter.

## Welcome Home

Louisville Slugger Museum & Factory is one of the region's most popular attractions. The world-famous facility is hard to miss, just look for The Big Bat, the world's largest baseball bat, delighting guests as they enter. To date, more than 4-million people have enjoyed the museum and factory tour experience at this location. In 2015, Wilson Sporting Goods bought the Louisville Slugger brand from H&B, which still owns Louisville Slugger Museum & Factory and the production facility. Exclusively for Wilson now, H&B continues to produce Louisville Slugger bats in Louisville, Kentucky, where the Hillerich family first arrived in 1856.



## HOURS OF OPERATION

Monday-Tuesday 9am-5pm

**Wednesday Closed**

Thursday-Saturday 9am-5pm

Sunday 10:00 AM-4:00 PM

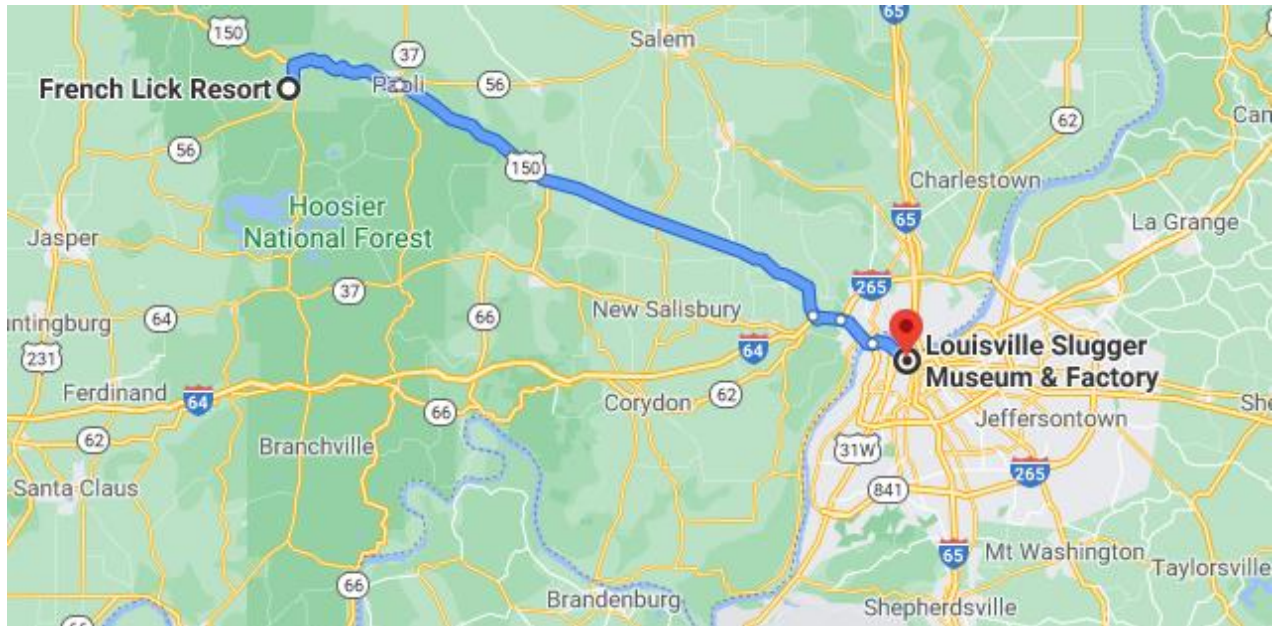
Admission: Adults \$16; Seniors (60+) \$15; Kids (6-12) \$9;  
Kids 5 & Under Free

Purchase tickets in advance to be guaranteed a slot for the museum tour. Space is limited and you may not be able to

get in if you wait and try to purchase at the door. Check the museum website:

<https://www.sluggermuseum.com/>

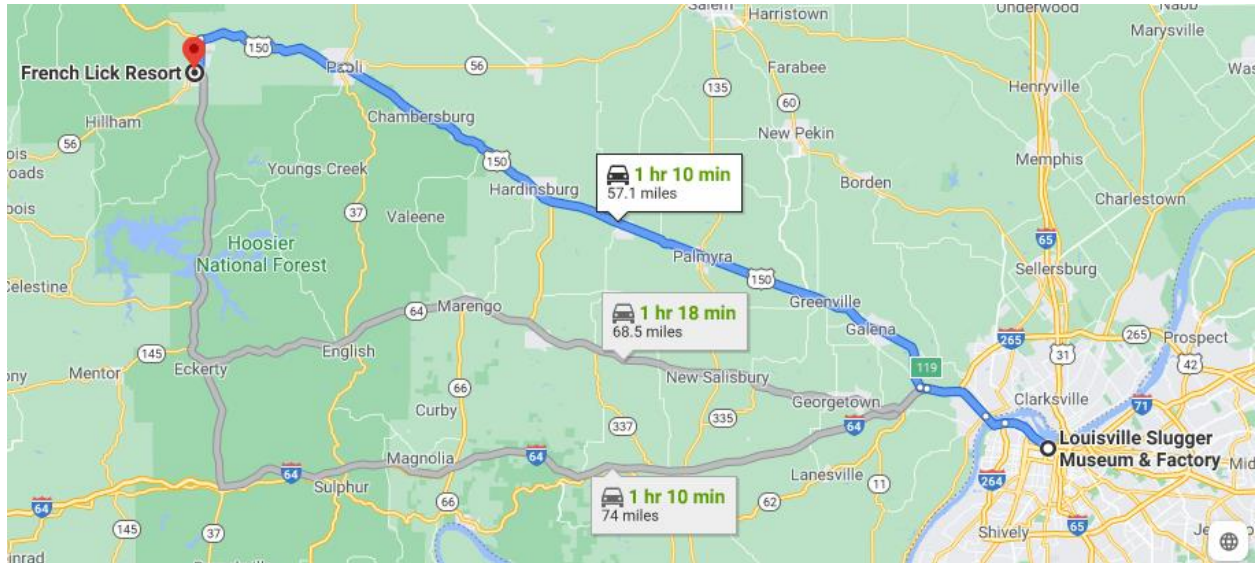
## DESTINATION DRIVE to LOUISVILLE SLUGGER MUSEUM



1. Head south toward Indiana Ave
2. Follow IN-56 E, US-150 E and I-64 E to W Main St in Louisville
3. Turn left at the 1st cross street onto IN-56E/Indiana Ave. Continue to follow IN-56 E
4. Turn right onto Indiana's Historic Pathways - South Spur/E Main St
5. Turn right onto US-150 E/College St/College Hill St/Indiana's Historic Pathways - South Spur/SE Main St. Continue to follow US-150 E
6. Keep left at the fork, follow signs for I-64 E/US-150E/IN-62 E/New Albany/Louisville and merge onto I-64 E/IN-62 E/US-150 E
7. Keep right to continue on I-64 E (Entering Kentucky)
8. Keep left to stay on I-64 E
9. Take exit 4 toward 9th St
10. Use the left lane to turn left onto W Market St
11. Turn left at the 1st cross street onto S 8th St
12. Turn left onto W Main St
13. Destination will be on the left

Louisville Slugger Museum & Factory  
800 W Main St.  
Louisville, KY 40202

## RETURN TO FRENCH LICK



1. Keep right to stay on I-64 W (Entering Indiana)
2. Keep left to stay on I-64 W
3. Take exit 119 for US-150 W toward Greenville/Paoli
4. Continue onto US-150 W – Pass by Subway (on the right in 14.7 mi)
5. Turn left onto Indiana's Historic Pathways - South Spur/E Main St
6. Indiana's Historic Pathways - South Spur/E Main St turns right and becomes N Court St
7. Turn right onto US-150 W/Indiana's Historic Pathways - South Spur/W Main St Continue to follow US-150 W/Indiana's Historic Pathways - South Spur
8. Follow IN-56 W to your destination in French Lick
9. Continue straight onto IN-56 W
10. Turn right at Cook Blvd
11. Destination will be on the left

French Lick Resort  
8670 IN-56  
French Lick, IN 47432