Dear Customer

Take a good long look at the special folder enclosed. It gives you all the details on the very latest developments in - and additions to - the fabulous Premier range.

The part you played.

It's thanks to people like you, who continually ask us to research and incorporate special features which will really help, that a lot of these great advances have been made. At the same time we've added some ideas of our own and many more contributed by famous professional drummers who specialise in everything from heavy rock to orchestral symphonies (Family, Status Quo, The Who, Ten Years After, Alice Cooper, BBC Northern Dance Orchestra and the Hallé - to name but a few!)

More of just about everything.

We've thrown out the pure gimmicks and developed only the exceptionally good concepts. So now you'll actually be able to play better, more easily, with increased power and a wider range of the sort of sounds expected from today's drummers.

And even more

Apart from sounding better you'll also look better (most drummers do when they're relaxed and have supreme confidence in their equipment and their own ability). To give you that sort of confidence we take particular care over modern appearance, design and engineering, reliability and sheer ease of use. So it's no wonder you're going to get even more enjoyment out of your drumming now than ever before.

Talking about drumming.

Our latest and greatest edition of "Talking Drums" (Number 43) is at your local Premier appointed dealer now. It puts you right in the picture on what's really happening on the percussion scene - personalities, new techniques. . . . you name it! Call in and pick up your free copy today. And while you're in the showroom, there's no
better time to get acquainted with all the great new Premier products that will be on display. See and try them for yourself – the experience could make you even better than you already are!

Faithfully

Roger Horrobin
Sales Promotion Manager
IF YOU'VE ANYTHING TO SAY
PREMIER WILL HELP YOU SAY IT BETTER

Now look who's talking:

Keith Moon  The Who
Neal Smith  Alice Cooper
Bobby Colomby  Blood, Sweat & Tears
Rob Townsend  Family
Ray Laidlaw  Jack the Lad
Pierre van der Linden  Focus
Dave Holland  Tracce
John Coghlan  Status Quo
Ric Lee  Ten Years After
Skip Allan  Pretty Things
Billy Rankin  Brinsley Schwartz
Alan Eden  Mick Greenwood Band
Terry Fogg  Christie
Paul Hancox  Longdancer
Don Lebler  Mixtures
Richard Coughlan  Caravan
Bob Sturt  Rock Candy
Skip Prokop  Lighthouse
Tony Mechan  UK & USA rock sessions

Kenny Clare
Jimmy Blakemore
Kenny Clarke
Gas Johnson Jnr
Jack Sperling
Philly Joe Jones
Louis Hayes
Alex Duthart
Eric Delaney
Bob Turner
Geoff Myers
Huub Jansen

....and many, many more....

PREMIER - THE DRUMS WITH MORE SOUND IMPROVEMENTS THAN EVER BEFORE. TRUST PREMIER - THEY'LL GET YOU THE BEST HEARING ANYWHERE YOU PLAY.
Put together two of the biggest names in percussion — and you get Premier’s great new Kenny Clare outfit.

Premier
1st in percussion

Kenny Clare
Kenny Clare, probably the most respected and certainly one of the most accomplished pro drummers around today, has teamed up with Premier to create a great new, really professional outfit that represents the most dynamic breakthrough to hit the percussion world in years. It gives you the ultimate in sound, power and performance — with a host of exclusive features:

Special resonator shells
Premier Plus heads
New finish in Royal Purple
10-lug bass drum
New tom-tom holder
Low cymbal holder

The new Premier Plus heads have already caused a revolution on the drumming scene with their fantastic extra-big sound that cuts easily through a powerful band or heavily amplified group. But in the new Kenny Clare outfit, the spectacular sound is boosted still further by the ‘supercharger’ effect of the unique, built-in, universally patented resonator shells that produce a real increase in the volume and power — so that it actually sounds as if it’s amplified.

And here’s what the outfit consists of:

133 32 x 12” (85 x 32 cm) Bass Drum, 10 lugs, single lever bolts. Fitted Everplay Extra heads.
140 16 x 16” (40 x 40 cm) Floor Tom-tom, fitted Premier Plus heads.
433 13 x 9” (33 x 23 cm) Tom-tom, fitted Premier Plus heads.
37 14 x 5½” (35 x 14 cm) Snare Drum, fitted Premier Plus heads.
313 Lokfast Snare Drum Stand.
314 Lokfast Cymbal Stands (2).
1697 Cymbal holder, short model, fitted to bass drum.
391 Lokfast single Tom-tom holder, new model. Extra strong.
2505 Bass Drum Pedal, with wooden beater.
246 Du-Luxe Stool.
334 14” (35 cm) 5-Star Super-Zyn Hi-hat cymbals, matched pair.
338 18” (45 cm) 5-Star Super-Zyn cymbal, ride.
338 18” (45 cm) 5-Star Super-Zyn cymbal, crash/ride.
360 20” (50 cm) 5-Star Super-Zyn cymbal, ride.
540 Sticks, pair.
556 Brushes, telescopic, pair with ring handles.

Only complete outfits available. Simply order Premier Kenny Clare Outfit and specify whether you want single or twin mounted tom-toms.

Finished (FL) Royal Purple or any standard Premier finish
Available only from Premier appointed dealers in the sizes shown above but with optional 392 Lokfast twin tom-tom holder 440 14” x 10” (35 x 25 cm) extra tom-tom, and other Premier cymbals and accessories to order.

Full range of heavy-duty matching covers and cases available, extra.
Premier’s great new Kenny Clare outfit — you’ll be hearing a lot more of it from now on!

The information contained in this leaflet is correct at the time of going to press.
"Great"
ROB TOWNSEND "Family."

"These new heads are fantastic. The tom-toms seem to get louder every time I play them!"
JOHN COGHLAN "Status Quo."

"On stage and in the studio the sound and feel was perfect!"
ALAN EDEN "Mick Greenwood Band" and session drummer.

"Premier Plus are great, fantastic!"
RIC LEE "Ten Years After."

"I've never had a tom-tom sound like it!"
FERGIE MAYNARD ex Sid Lawrence Orchestra

"They are better than any other I've ever tried!"
BOBBY WORTH "Talk of the Town."

"Exceptionally good. The snare drum is still very good even after three months of extremely heavy use!"
DAVE HOLLAND "Trapeze."

Premier
1st IN PERCUSSION
Overleaf are just a few of the
genuine reactions we’ve received
from professional drummers who
have been subjecting the new
Premier Plus heads to their own
exhaustive tests.

Now the really great news for all
drummers is that these fantastic heads
are available as spares and
replacements in 4 popular sizes:
12” (30 cm), 13” (33 cm), 14” (35 cm),
(batter and snare) and 16” (40 cm)—
from Premier dealers everywhere.
There’s also the fabulous new
Premier Plus 75—a super-sensitive
snare drum batter head, available in
14” (35 cm) size only.

The new Premier Plus heads
represent a major technological
breakthrough, in that they combine all
these superb features:

- Brilliant sound and response.
- Terrific power—will cut through
  almost anything.
- The ultimate in uniform sensitivity
  anywhere on the head.
- Toughened, textured surface—
  eliminates acorn drag, gives
  fantastic stick feel.
- Long playing life.
- Dent resistant.
- Deeper, bigger, rounder tom-tom
  sound.
- Easier to play . . . faster.
- Top professional quality standard.
- Very easy to clean with luke-warm
  soapy water.
- Strong and durable.
- Each head made and treated
  individually.
- Attractive price.

Premier Plus
2832 12” (30 cm) Batter
2833 13” (33 cm) Batter
2834 14” (35 cm) Batter
2814 14” (35 cm) Snare
2836 16” (40 cm) Batter
Premier Plus 75
2634 14” (35 cm) Batter
All heads in International Size.

That’s a pretty impressive list,
we think you’ll agree. And we know
you’ll agree, once you’ve tried them
—because probably the 3 most
outstanding plus factors are the
sound, ‘feel’ and response—which
really do have to be experienced to
be fully appreciated.

Premier Plus heads are designed
to meet the highest possible standards
that today’s professional drummer
demands. They’re by no means the
most expensive on the market, but they
do offer a performance specification
it will be difficult to equal and almost
impossible to beat.

Premier
1st IN PERCUSSION

New Outfits—
New Sound

Premier Plus heads are fitted as
standard on tom-tom and snare drums
with all new Premier outfits. The
combination is fantastic, with all the
features you need to make yourself
seen and heard—never before.
You’ll just have to discover the
difference yourself—see your
Premier dealer today!

The Premier Drum Co. Ltd.,
87 Regent Street,
London W1R 7HF.

The information contained in this leaflet is correct at the
time of going to press. The Premier Drum Company
Limited reserves the right to alter product specification
without notice.
Premier’s great new range of tom-tom holders could give you a tom-tom complex.

Lokfast
Premier
1st IN PERCUSSION
Now, with the great new Premier range of tom-tom holders, almost anything can happen: almost any height, any angle, any position, any number—and they can be mounted on any new bass drum from 13" upwards—or separately on a floor stand (for big outfits or solo playing).

Just look at all these features:

* **Lock** great—instant drummer appeal, at sight. More rugged looking than anything we’ve ever done before.

* Versatile, strong and very stable. Unique design concept.

* Wide range of height and angle adjustments to suit every type of drummer and playing position.

* Simple to adjust and lock solidly in required position—with big easy-to-use wing nuts.

* Shell support stay—optional—gives extra strength and stability...when bass drums are played without head.

* Support rods, on holder, made out of hardened steel—27% thicker (and stronger) than any other brand. The hardened ribs bite into the softer metal of the support block for extra rigidity.

* Each tom-tom individually adjustable for height, angle, and position.

* No soft metal threads anywhere. Steel throughout for real strength and years of hard, reliable use.

* Disassemble easily for transit and storage without altering fixing positions—for fast and easy setting up on gigs.

* Two versions—one for single tom-tom; another for twin tom-toms. (Common base fixing plate allows for subsequent graduation from 1 to 2 holders without any problems).

* Parts and support rods fit into standard accessory case.

* Supplied complete with “Universal” drum key (square hole; screwdriver blade fitted to handle). No other tools necessary.

So, go ahead and try them out for yourself—the action speaks louder than any words!

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**Lokfast Premier**

1st IN PERCUSSION

The Premier Drum Co. Ltd., 87 Regent Street, London W1R 7JT

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New Premier features to make you feel taller, better adjusted, more positive—and altogether more colourful.

Lokfast
Premier
1st IN PERCUSSION
Lokfast Cymbal Stand 314:
Now with a longer top rod, allowing for more adjustments than ever before. Possible and a much greater potential height.

Lokfast Hi-hat 315:
A brand-new pedal and stronger spring for more positive control. Easier tension adjustment. Looks better, works better, is better.

Premier Finishes:
Now available on all Premier outfits –
Royal Purple (Code: PL),
Polychromatic Red (Code PR),
Polychromatic Gold (Code: PG) and
Natural Wood (Code: NW).

New Premier features like these could add exciting dimensions to your playing. Better try them on for size – you’ll feel better for the experience.