



# THE PREMIER DRUM COMPANY LIMITED

Registered in England  
Reg. No. 235500

Please reply to  
address marked

September 1973

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

- Registered office:
- |                                     |                                           |                                          |
|-------------------------------------|-------------------------------------------|------------------------------------------|
| <input checked="" type="checkbox"/> | 87 REGENT STREET, LONDON W1R 7HF.         | Predrumco, London; 'Phone 01-734 3372    |
| <input type="checkbox"/>            | CANAL ST., S. WIGSTON, LEICESTER LE8 2PR. | Predrumco, Leicester; 'Phone 053-76 2266 |
| <input type="checkbox"/>            | PULLMAN RD., WIGSTON, LEICESTER LE8 2DF.  | Predrumco, Leicester; 'Phone 053-76 2266 |
- C. A. DELLA-PORTA      R. C. DELLA-PORTA      G. B. DELLA-PORTA, F.C.A.      D. STEPHENSON      J. F. FEDDERSEN, U.S.A.



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

A handwritten signature in black ink that reads "Roger Horrobin". The signature is written in a cursive style with a long horizontal flourish at the end.

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	Trapeze
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 Meehan	UK & USA rock sessions
Kenny Clare	Tony Bennett/TV/sessions
Jimmy Blakemore	Jack Jones
Kenny Clarke	Clarke-Boland Big Band
Gus Johnson Jnr	World's Greatest Jazzband
Jack Sperling	USA sessions/clinics/TV
Philly Joe Jones	freelance jazz sessions
Louis Hayes	Oscar Peterson
Alex Duthart	world champion pipe band drummer
Eric Delaney	own band
Bob Turner	BBC Northern Dance Orchestra
Geoff Myers	Syd Lawrence Orchestra
Huub Jansen	Dutch Swing College Band

.....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.

**Premier**  
1st IN PERCUSSION



**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.

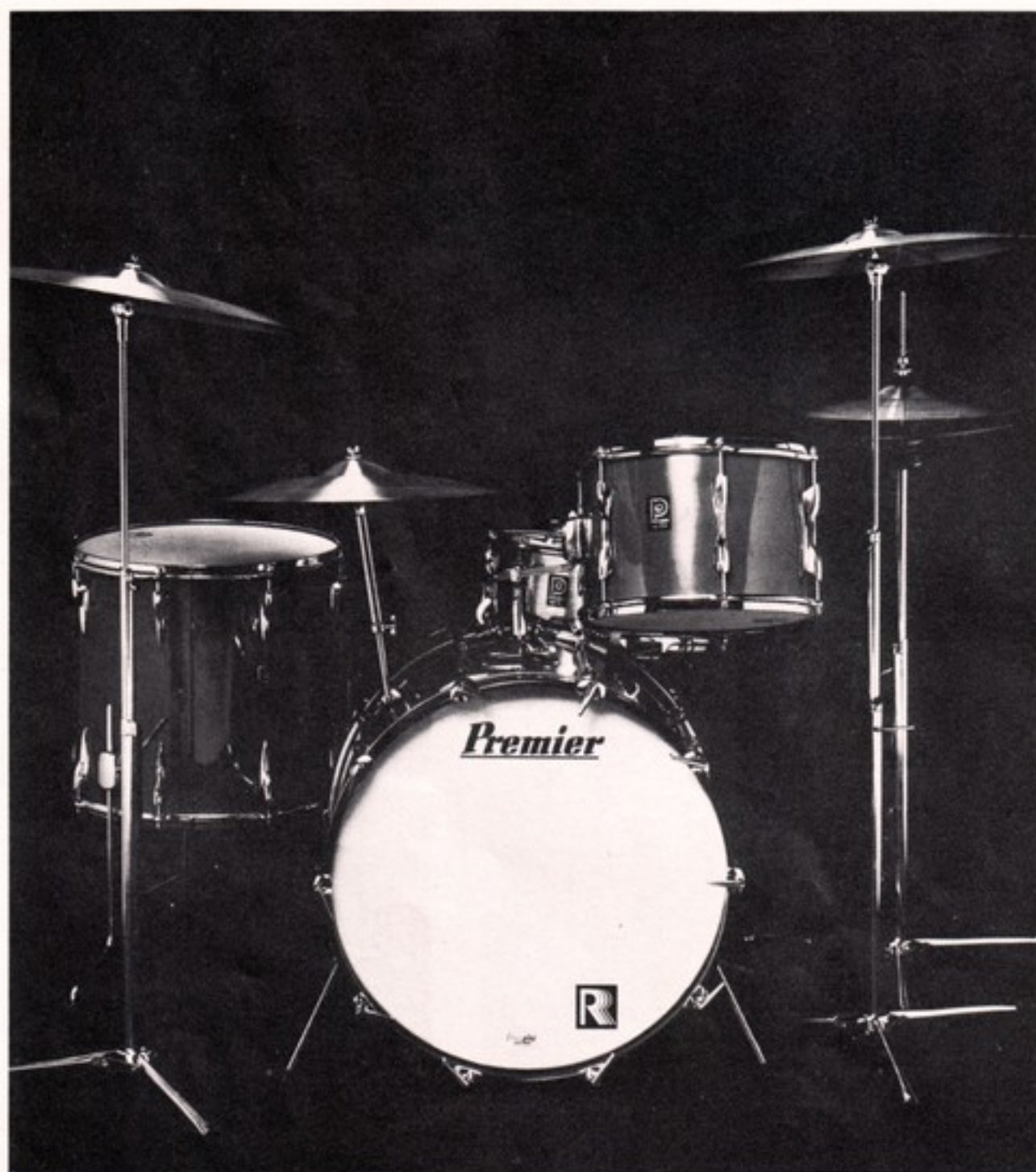
And here's what the outfit consists of:

- 133 22 x 17" (55 x 43 cm) Bass Drum, 10 lugs, single lever bolts. Fitted Everplay Extra heads.
- 446 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.
- 250S Bass Drum Pedal, with wooden beater.
- 246 De-Luxe Stool.
- 354 14" (35 cm) 5-Star Super-Zyn Hi-hat cymbals, matched pair.
- 358 18" (45 cm) 5-Star Super-Zyn cymbal, ride.
- 358 18" (45 cm) 5-Star Super-Zyn cymbal, crash/ride.
- 360 20" (50 cm) 5-Star Super-Zyn cymbal, ride.
- 545 Sticks, pair.
- 556 Brushes, telescopic, pair with ring handles.



**Special resonator shells**

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



Finished (PL) 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!

*Kenny Clare*

**Premier**

**1st IN PERCUSSION**

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



**“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.

## 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—as never before.

You'll just have to discover the difference yourself—see your Premier dealer today!

**Premier**  
1st IN PERCUSSION



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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.

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**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 18" upwards – or separately on a floor stand (for big outfits or solo playing).

Just look at all these features:

- \* Look 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 front 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.
- \* Dismantle 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!



392



318



392 with 399



392

- 391 Lokfast holder for single tom-tom
- 392 Lokfast holder for twin tom-toms
- 399 Rockfast support stay
- 318 Lokfast floor stand with double holders



**Lokfast**  
**Premier**  
1st IN PERCUSSION

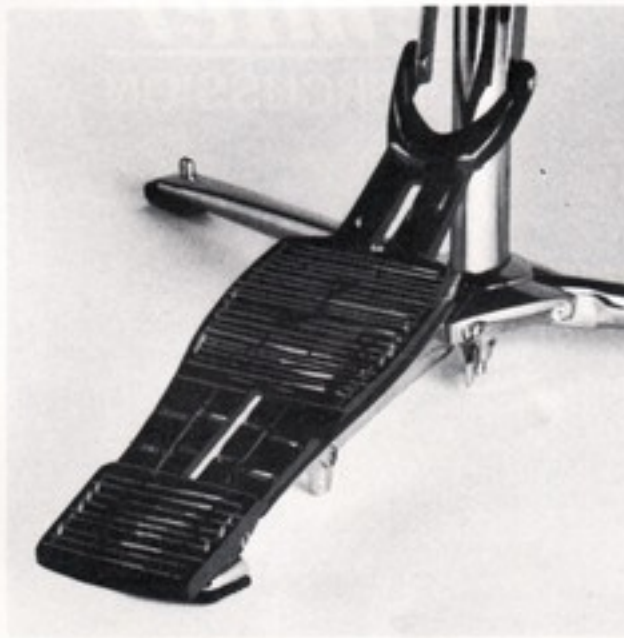
The Premier Drum Co. Ltd., 87 Regent Street, London W1R 7HF



**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:**

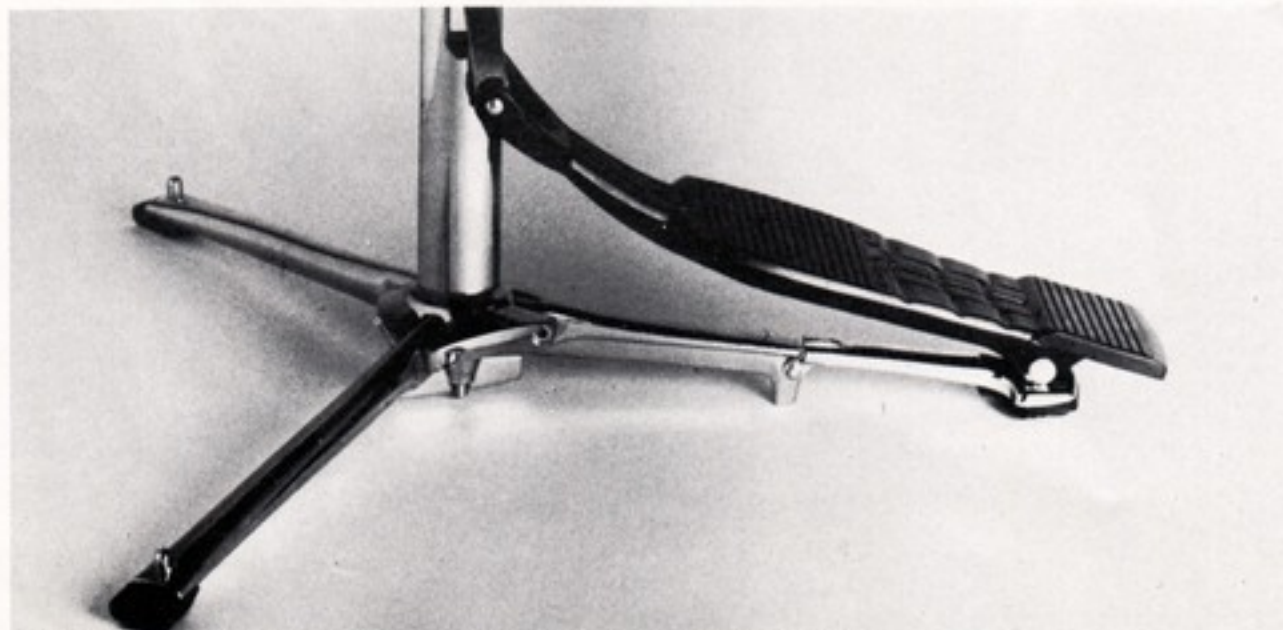
Now with a longer top rod, allowing for more adjustments than ever before possible and a much greater potential height.

**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.

**Lokfast**  
**Premier**

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