

Collecting Vintage Drums

By 'Sir' Alan Buckley

No1: - Premier 1920's

- The Premier Drum Company is unquestionably due to Albert Della Porter.
- Trained as an engineer, he found it difficult with his bad eyesight to read blueprints, so he took up music - the trumpet first and then drums. That was in the early jazz era.
- In those days the music profession could be slack in the summer. One such summer Albert got a job with his drum maker. Being a very inventive fellow, he was soon suggesting improvements. As the boss wasn't interested, Albert one day told his foreman, George J. Smith, that he was going to start making his own drums. George promptly said, "I'd like to join you".
- In October 1922 the Premier Drum Company was founded on the princely sum of £27 (U.S. \$42) provided by George, Albert, and his younger brother, Fred.
- The original working partners were Albert and George, though in fact George worked only two hours at night. He stayed on as foreman at the Boyle Drum Company. Fred, in his spare time, worked on the books - the petty cash book to be exact.
- The first factory was a basement rented at twelve shillings and sixpence (U.S. \$1.00) a week at 47 Berwick Street (off Oxford Street) London.
- *The First Move.* In June, 1924, the company crossed the road to a larger first floor premises at No. 64. It was the professionals' headquarters for many years.
- From the start, the aim was to make better drums than anyone else. As a result, Premier's popularity grew fast and in September 1925, the factory had to move to much larger premises in South East London.
- The next problem was money for the expansion. The private limited company was formed with friends of the Della Porta family. Their sizeable investment was eventually repaid many times over.

That's all folks, 'Sir' Alan.

Classic Drum Museum, England

Premier 1925~1927

"PREMIER" DRUMS

"Premier" Separate Tension Snare Drums
Metal or Wood Shells



The drum that is used by the majority of leading professionals all over the country.

We have included in this model many new and distinctive features. It is fitted with 3 separate tension rods, new flanged type counter-heads, and wire strainer and release.

We can assure you that this is the most dependable drum on the market, and you have your choice of thickness of heads, wood or metal shell, and style of snare.

Wire covered all snares are fitted as standard.

SIZES

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|---------------------|
| No. 128—4 x 4 Shell |
| No. 129—4 x 5 " |
| No. 130—5 x 4 " |
| No. 131—5 x 5 " |

RELIABLE SERVICE

From 1922 To 1925 Premier Produced Drums For Other Drum Companies (Jackson - J.E. Dallas & Son) As From 1925 All Premier Drums Manufactured Carried The Premier Name. This Model Snare Drum 1925/27 "The Premier" Is Stamped On The Shell.

From 1922 - 1927 Premier Wood Snare & All Bass Drums Were Solid Wood One Piece Shells

Classic Drum Museum

Premier 1927~1930



"Premier" De Luxe Outfit

Trade Mark Labels

Do not use Trade Mark Labels on inferior drums with PREMIER shells and snares. The PREMIER DE LUXE name and the name on the DE LUXE shell.

The PREMIER DE LUXE reputation of quality and value makes the PREMIER name a standard of quality in the drum world. Do not allow inferior drums to be sold as PREMIER. PREMIER is a registered trademark for the shell.



"Premier" De Luxe Outfit



THE PREMIER DE LUXE DRUM SET is a combination of the best of the PREMIER line of drums. It includes a 22" x 18" x 14" bass drum, a 14" x 5" snare drum, and a 14" cymbal. The drums are made of the finest materials and are finished with the highest quality lacquer. The snare drum is fitted with the PREMIER wire strainer and release. The bass drum is fitted with the PREMIER counter-head and tension rods. The cymbal is fitted with the PREMIER cymbal head. The entire outfit is supported by a sturdy metal stand.

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Premier 1927~1930



"Premier" De Luxe Model Snare Drum
All Metal—Separate Tension



We can say with definite assurance that this is the most dependable and serviceable drum on the market. This model is used by the majority of the leading professionals all over the country. It is the sturdiest and very best all-metal snare drum made. Many new and distinct features are introduced—it is fitted with ten rods, new flanged type counter-heads and the perfect PREMIER Snare Strainer and Release. The snare head is laminated and serves as a guide for the snares in keeping them correctly spaced and spaced. The heads are of the finest quality "PREMIER SUPER SLUNK" Wire covered all snares are fitted as standard, but you have your choice.

SIZES AND NUMBERS:

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| No. 50. 14-in. x 4-in. Shell. |
| No. 51. 14-in. x 5-in. Shell. |
| No. 52. 15-in. x 4-in. Shell. |
| No. 53. 15-in. x 5-in. Shell. |

For further details of construction, see page 4. For special features, see pages 10 and 11.

Classic Drum Museum

Premier 1927~1930



"Premier" Popular Model Snare Drums

Wood Shell

For those who prefer a Wood Shell, being exactly similar to the drum illustrated above, except that the shell is of the best laminated wood, strongly supported to avoid the slightest possibility of warping. Snare heads carefully and exactly shaped as in our "DE LUXE" model. Finished in walnut only, with all metal parts heavily nickel-plated. Fine quality Back Heads, "Popular" Snare Strainer and wire covered snares.



SIZES AND NUMBERS:

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|-------------------------------|-------------------------------|
| No. 86. 14-in. x 4-in. Shell. | No. 88. 15-in. x 4-in. Shell. |
| No. 87. 14-in. x 5-in. Shell. | No. 89. 15-in. x 5-in. Shell. |



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