



The Premier
FIRST AMONG CLEANERS

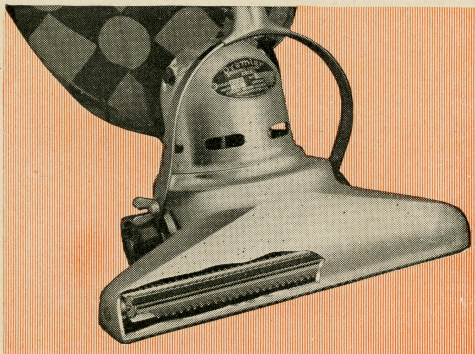
The Premier Vacuum Cleaner Co. Ltd.

445 $\frac{1}{2}$ Yonge Street
Toronto, Ont.

Pride of Possession



Possession of The Premier produces not merely perfect housecleaning but the pride that comes from having in your home an electric vacuum cleaner of unquestioned quality and reliability.



Sectional view showing Revolving Rubber Brush

Among the 600,000
Premiers in use through-
out the nation are many
that are seven, eight and
nine years old, still giving
faithful service. These
seasoned veterans, like the
more modern Premiers,
are daily contributing to
the fame of this out-
standing product.

A List of Premier's Distinctive Features

A Comfortable Pistol Grip Handle

Equipped with switch for instant starting and stopping. A quarter turn of the knob to the right starts or stops the motor. Soft rubber tip on switch prevents breakage.

Slide-On Bag Clamp

Simply pull the clamp off the end of the bag, empty it, and slide the clamp on. It is air tight and dust tight.

Jiffy Bag Connection

A slight turn of this connection and the bag is disconnected for emptying. Another turn and it is on tight and trim.

Adjusting Screw

Simply turn this thumb screw to raise and lower the nozzle. This at once gives the correct nozzle position for the greatest cleaning efficiency for every rug.

Non-Marring Hard Rubber Casters

Three of them—they are large and easy going. The rear caster adjusts the height of the nozzle.

Revolving Rubber Brush

The nozzle brush of the Premier is driven by air, drawn thru slots in the nozzle. It has soft rubber tips that beat and vibrate the carpet. This vibration loosens the imbedded dirt in rugs and carpets and assists the powerful suction in doing efficient cleaning.

20-Foot Flexible Covered Cord

Always ready, yet out of the way. This cord, when cleaner is not in use, may be folded compactly on to metal guides screwed into the handle. The Premier Cleaner and its attachments get in the way of nothing but dust and dirt and they do that with a vengeance.

Twill Bag

Specially woven bag of finest twill. It keeps every atom of dust and dirt in until emptied in the proper way. With doctors constantly advising against sweeping and dusting, a cleaner bag of such material is an important consideration.

Air-Cooled Motor of G-E Type

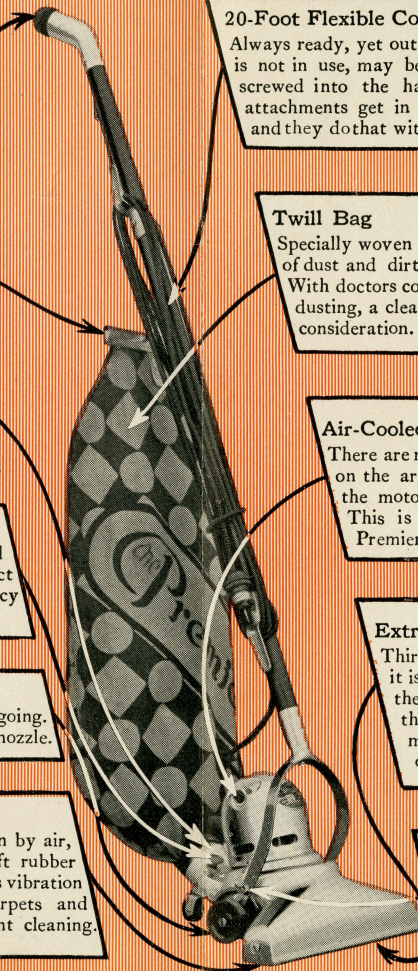
There are no belts or cogs. A small fan is shrunken on the armature shaft. This fan forces air thru the motor and cools it during actual operation. This is a great point of superiority in the Premier motor.

Extra-Wide Nozzle

Thirteen and one-fourth inches in width—it is tapered at the end so that it gets into the corners of rooms and stairs. It is thus unnecessary with the Premier to make a separate job of cleaning these out-of-the-way places.

Handle Lock Nut

By this convenient device you can adjust and lock the handle at any desired position.





FURNITURE

Mattresses, Pi

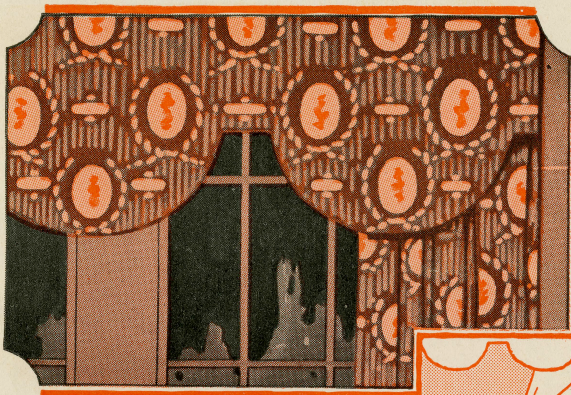
Walls a

COWARDLY dirt—that hides and flies when you chase it. Obstinate dirt—that lingers and lurks just out o’reach, in cracks, crevices and creases—laughing at duster, whiskbroom and dustcloth.

Dangerous dirt—germ-laden, disease-bearing, doctor-inviting—a perpetual menace to your home happiness. All are quickly defeated by the PREMIER “First Among Cleaners” in the hands of the prudent housewife.

Why worry and flurry over grit, grime, dust and dirt? You can’t stop its coming—but—you *can* speed its going—simply, safely, cheaply—*via the Premier route.*

Dirt that digs down deep in tufted upholstery; dirt concealed in cracks and crevices of floor and furniture; dirt that lurks in hiding from all those



DRAPERIES

Flows, Radiators
and Books

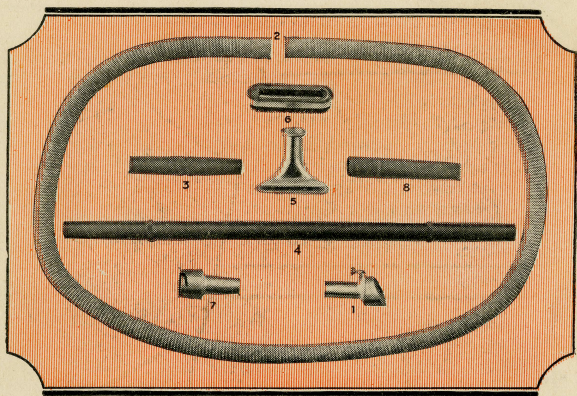


old fashioned cleaning "tools"—whatever its nature—wherever it is, the PREMIER seeks it, finds it, banishes it, in a jiffy. Special cleaning attachments for these secret dirt retreats can be had for every PREMIER.

Our Iron Clad Guarantee

The PREMIER cleaner is sold under *an iron clad Guarantee* for one year. Immediate and efficient service can be had on *your* PREMIER thru fifty completely equipped Service Stations in all principal cities.

THE PREMIER—"First Among Cleaners"—is the product of the greatest exclusive cleaner factory in the world. It is made as good and true as skilled and willing hands can make it. From foundry to finished product, quality of materials and workmanship have been considered before cost. Every part and piece of every PREMIER is PREMIER made, *in the PREMIER factory with its capacity of eight hundred complete PREMIERS every working day.*



Use of Premier Attachments

FOR SUCTION PURPOSES

- No. 1—Suction connecting tool. Connect this tool where you remove the plate at the bottom of the cleaner.
- No. 2—Long rubber hose. Connect either end over tool No. 1.
- No. 3—Short fibre section. Insert either end in hose No. 2, or insert No. 4—Long fibre section, commonly called extension tube, which reaches walls or high places.
- No. 5—Cleaning tool. For cleaning clothes, couches, curtains, draperies, pillows, mattresses, etc. Attach to either No. 3 or No. 4.
- No. 6—Upholstery brush. Slides on to tool No. 5, and is used wherever brushing in addition to suction is required.

FOR BLOWING PURPOSES

Remove all suction tools and insert plate in bottom of cleaner.

- No. 7—Blower connection tool. This tool attaches to the cleaner at the point where the bag is removed. Attach to it hose No. 2, and to the hose, tool No. 3.
- No. 8—Soft nose tool. Attach to tool No. 3 and use for blowing dirt or dust out of radiators, pianos, for drying hair, renovating pillows or mattresses, etc. Also use for suction where larger tools cannot be used, such as around the buttons and in the crevices of tufted furniture.

Manufactured and Guaranteed by
Electric Vacuum Cleaner Co., Inc.
 Cleveland, Ohio, U. S. A.