

Singer Now All-Australian

● Sir Garfield Barwick opens £500,000 Penrith Factory

New Chapter in Colourful Singer History

"The Machine That Sews Everywhere" is something more than a Singer slogan. It is an appropriate précis of the Singer Sewing Machine Company's 108 years of colourful history. This week Singer added another chapter when the Attorney General, the Hon. Sir Garfield Barwick, Q.C., M.P., officially opened the new factory, in Station Street, Penrith, of the Penrith Manufacturing Company Pty. Limited, an Australian subsidiary of the Singer Manufacturing Company.

Most Widely Marketed Product

From a \$40 experiment the Singer Manufacturing Company has expanded into a multi-million pound enterprise and the Singer machine is the most widely marketed product on earth. Instructions are printed in 55 languages. There is a Singer-equipped shirt factory in the Belgian Congo and a Singer shop above the Arctic Circle in Norway. In many countries Singers are the only machinery. Mahatma Gandhi called the Sewing Machine: "one of the few useful things ever invented." He learnt to sew on a Singer and was so impressed by it as a time-saving device he exempted the sewing machine from his ban on Western machinery.

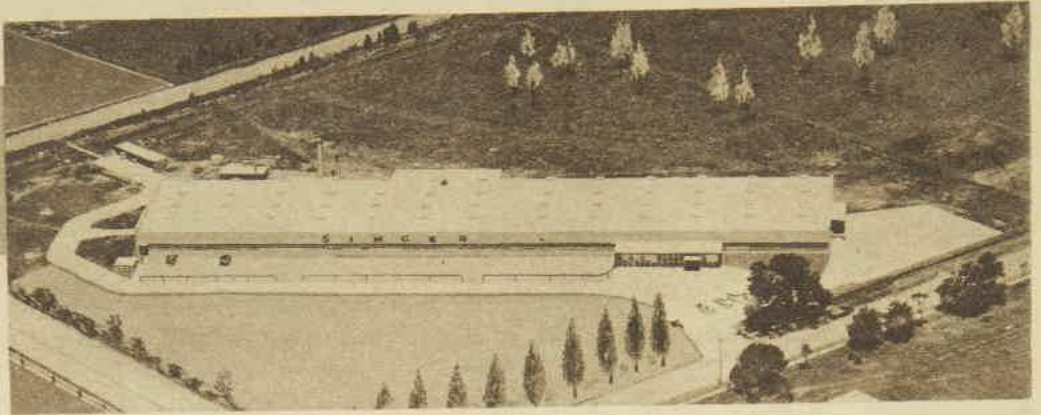
The machine is named for Isaac Merritt Singer who, in Boston in 1850, patented a machine that could sew in an hour as much as a sempstress could do by hand in 10-14 hours. Singer and his partner, Edward Clark, a Boston lawyer, began producing the first practical device with which it was possible to sew continuously.

Singer Invented Hire-Purchase

At a time when the income of the average American family was less than 500 dollars a year, Singer had to sell its machines for 125 dollars. Singer and Clark hit upon an easy payment plan—5 dollars down and the balance at the rate of 3 dollars a month—which quickly boosted Singer sales and became the prototype for all instalment selling. Thus, although the Singer Sewing Machine has had a remarkable effect on the domestic economy of millions of families all over the world, another of the Singer Company's innovations, hire purchase, has reshaped the entire economic structure of most Western nations.

"Maker-to-User" Manufacturer

From its earliest days Singer has been a "Maker-to-user" manufacturer. Wood for Singer cabinets



An aerial view of the Penrith Manufacturing Company factory in Station Street, Penrith. Plans for expansion in the future include three more buildings adjoining the present plant.

in the U.S. is grown in the Company's Canadian forests, sawed in its own mills and moved to main lines over small Singer owned railways.

Most important, it sells nearly all its machines direct to users through thousands of Singer Sewing Centres in many countries and maintains a world-wide system of service and replacement.

In Clydebank Coat of Arms

The first Singer factory outside the U.S. was built at Clydebank, Scotland, in 1867. The factory employs 14,000 people, and has become so important to the community, a Singer Machine is part of the City's coat of arms. The Company's newest factory on the 23 acre site at Penrith will mean support for hundreds of citizens in the Penrith area and the creation of many more homes. Personnel will come from Penrith and the surrounding districts. About 35% of the employees will be women.

This factory is producing Singer 201P Sewing Machines, the most popular domestic sewing machine in Australasia. The 201P through its rotary action ensures smooth stitching at all speeds. It also includes a full range of attachments and sews both forward and reverse.

Individually Tested

As each machine comes off the assembly line it is subjected to a complete mechanical and adjustment inspection before being "sewn in." In "sewing in" each unit is tested under actual working conditions which includes the use of all varieties of tension adjustments and stitch lengths, both in forward and reverse sewing. The end product is a machine made from aluminium alloy designed for easy handling. The Singer design staff, with 108 years of technical skill and experience behind it, has striven to produce a machine which will not only satisfy the rigid requirements of the homemaker, but also one which she will be proud to own.



Mr. James McLaney (left), Works Manager of the New Singer factory, and Mr. William J. Garty, Factory Managing Director and Regional Director of the Singer Sewing Machine Company in Australasia, inspect the first Singer 201P to come off the assembly line of the new plant.

Most Popular Machine now Made at Penrith

More than a century of experience in engineering and design has been built into the new Singer factory in Station Street, Penrith. Singer, through its subsidiary, The Penrith Manu-

facturing Co. Pty. Ltd. will manufacture Australia's most popular sewing machine, the Singer 201P. The 201P, a lightweight machine, incorporates full rotary action for exceptionally smooth sewing at all speeds.

Fashion at Everyone's Fingertips

There is a story told of an explorer who, while following the headwaters of an Asian river, came upon an ancient village in a remote part of Tibet. So isolated was it, and the natives so primitive, he was certain no Western influence had ever touched it. Then he heard a familiar sound and, investigating, found a native woman crouched on the mud floor of her hut, running-up a new skirt on a Singer Sewing Machine. For women everywhere the modern sewing machine means the latest fashions, new furnishings, clothes for the children, or merely routine mending always at her fingertips.

There is a thrill of achievement in sewing for ourselves, whether we are turning a sheet or making an evening gown. The machine may be the Singer 319, the world's most modern automatic, or a budget-priced model, which enables the homemaker, in Sydney or Tibet, to express her taste easily and, more important, economically. She can double her wardrobe at half the cost. Not only fashions but curtains and covers in an infinite variety of stitches; the most intricate and the simplest sewing is at every woman's fingertips, backed by more than a century of Singer service.

The machine sews both forward and reverse, sews over pins, seams and heavy welts, ensuring faithfulness to pinned patterns. It has an automatic tension dial, automatic stitch length control and an automatic bobbin winder.

Special Machinery was transplanted from one of Singer's Factories in Connecticut, U.S.A., to Penrith. Here, in addition to the manufacture of the 201P Machine, all electric Motors and Sewlights for the complete range of Singer Electric Machines sold in Australia are manufactured.





Singer now made in Australia

... the most widely marketed product on earth

Singer means the best in sewing in 55 languages! From Tibet to Tokyo, Paris to Peru, people sew with Singer. Just as you do; for no country acclaims Singer more enthusiastically than Australia where it leads, and has led, for more than a century. To-day the demand for the Singer 201—newest example of Singer genius—has required the opening of Australia's

Illustrated above:—
SINGER 201, Portable or Console in 2-Tone Beige or Black.

own factory! The Singer 201 sews smoothly at all speeds—forward, reverse and over pins... features automatic tension control, stitch length, bobbin winding... includes full range of attachments. And remember—Singer means service for life.

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