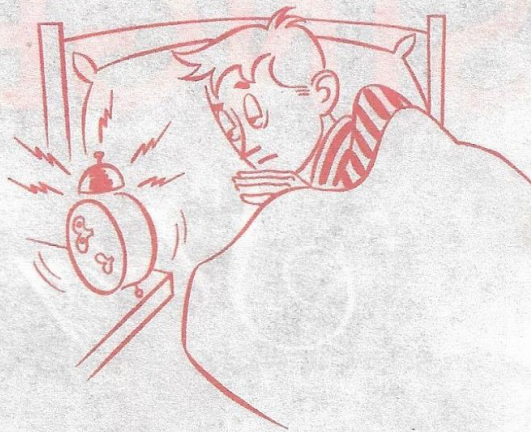


*The*

**SINGER**

*Story*

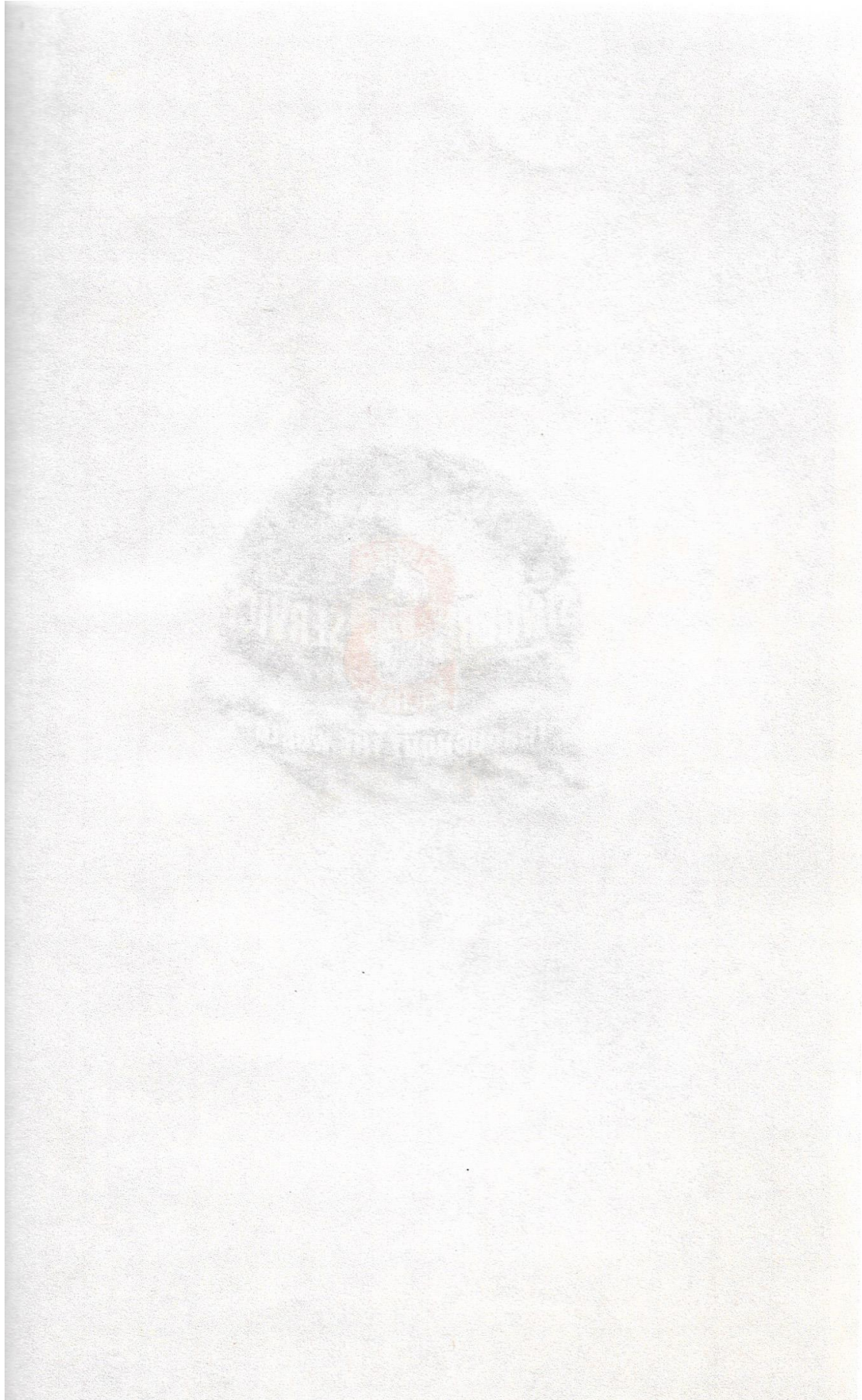
*FROM the moment your alarm clock  
wakes you in the morning, wherever you look, y*



PROPERTY OF SINGER SEWING MACHINE COMPANY.—This is a private and confidential communication to and for the use of only the representatives of the Singer Sewing Machine Company, and reproduction, sale, distribution, or publication thereof to the public is forbidden.

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LITHO IN U. S. A.





*see the handiwork of Singer Sewing Machines*

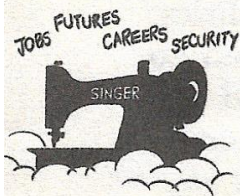
. . . your mattress, your pillow case, your sheets, and your blankets.

At breakfast, you are surrounded by products sewed by Singers—tablecloth, napkins, curtains, drapes, rugs, and upholstery.

Your mirror will tell you that every stitch of clothes you wear, from your hat down to your shoes, is fashioned on SINGER\* Sewing Machines—so are the upholstery and seat covers of your car.

Even your moments of relaxation are brightened by the efficiency of Singers—they have stitched the equipment of your favorite sport . . . whether it is baseball, football, tennis or basketball.

Almost everything you walk on, sit on, ride in, see or touch is affected, in some way by the magic of Singer stitching. Yes, even the sidewalks of your city's streets were made from cement delivered in bags which were probably sealed by a Singer bag-closer.



\*A Trade Mark of The Singer Mfg. Co.



They are so much a part of daily living that they are taken for granted. Singer Sewing Machines are a basic and necessary element of modern society.

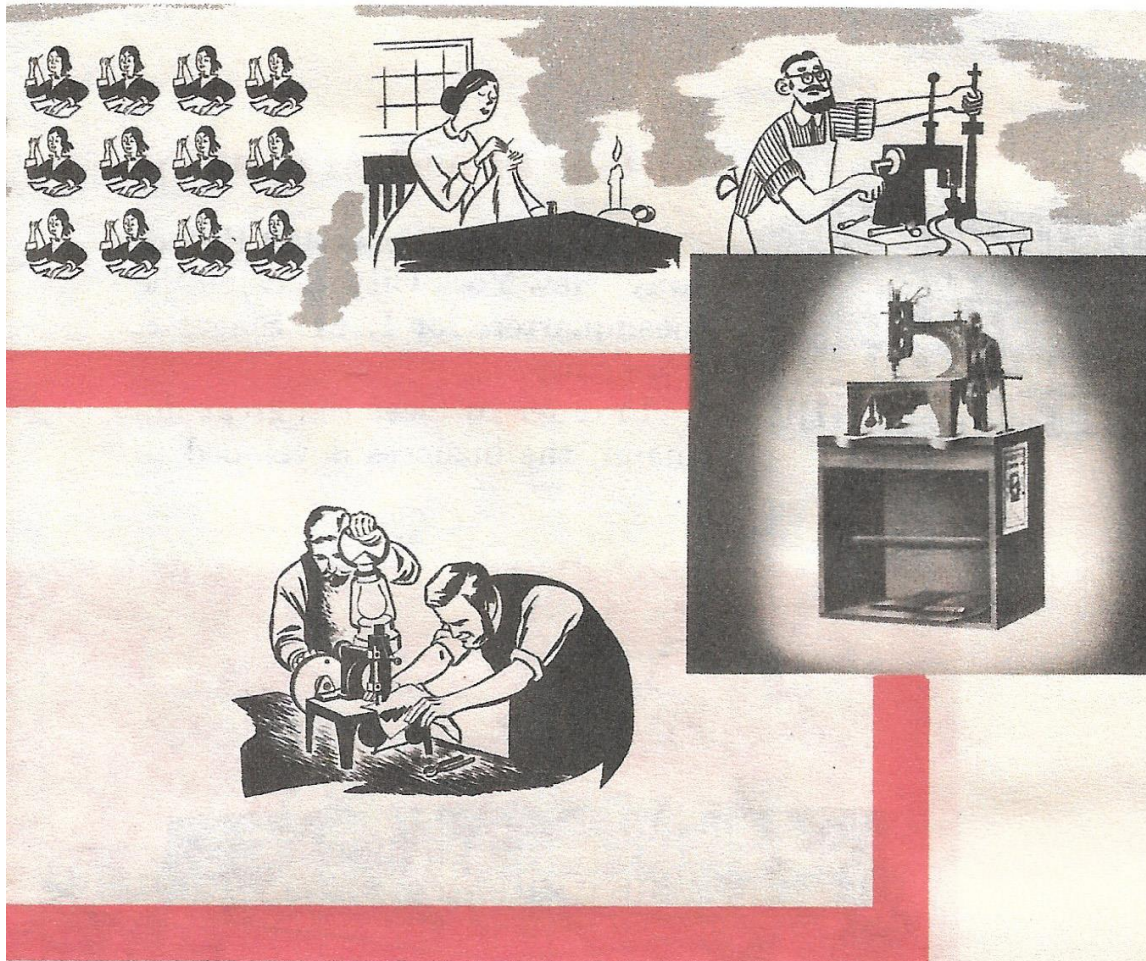
But to you and me they mean still more. They mean our jobs, our futures, and our careers. They mean security for our families.

The world as we know it couldn't function without Singers. We depend upon them for our simple physical comforts as well as our pleasant surroundings. Singers mean civilization.

Since the dawn of history, man has experienced a universal need for some method of stitching things together. Primitive people clothed themselves in skins sewn with needles of bone or thorn.

Through all the centuries, from ancient Greece and Rome . . . right down to a hundred years ago . . . the basic methods of sewing by hand advanced hardly at all.

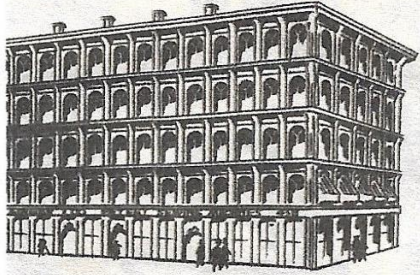
In the nineteenth century the development of machines to spin thread, and looms to weave it into cloth, created vast quantities of fabrics. Armies of hand seamstresses were required to keep up with the ever-increasing demand for finished goods. Early in the century, these women endured conditions that were a nightmare of endless toil, poverty, and hunger.



During this period of great industrial improvements, several inventors tried to create sewing machines. But their machines were clumsy and more or less impractical contraptions.

Then, one night in 1850, Isaac Merritt Singer leaned over his work bench in a gloomy Boston garret and sewed five continuous stitches on the first *truly practical* sewing machine.

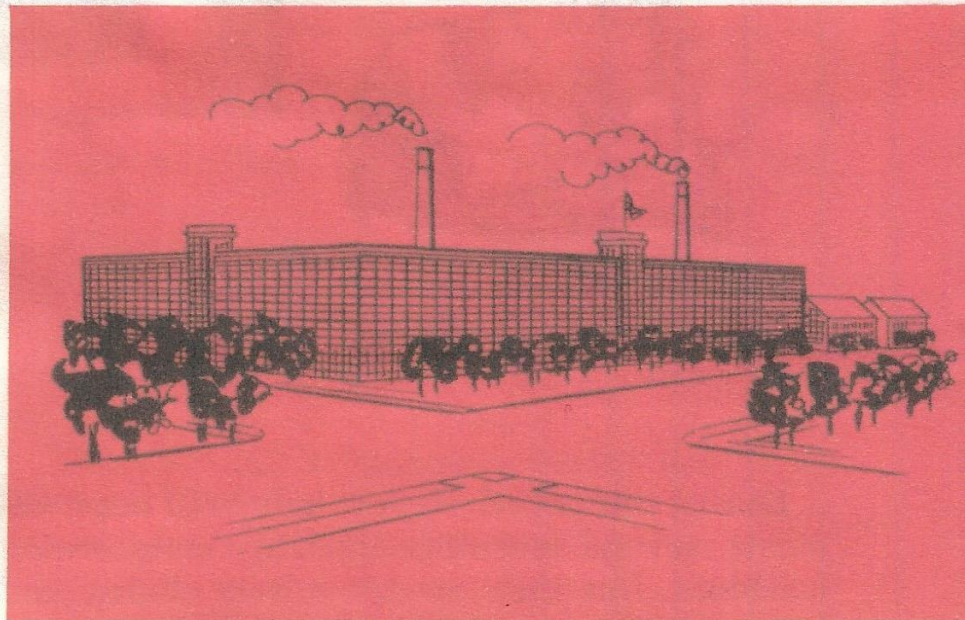
Yes, it was a crude looking device. But it could put one stitch in front of another . . . and keep on doing it. So when Singer patented his lock-stitch machine in August 1851 it was far in advance of other pioneers . . . and became an immediate success.



## HISTORY OF A GREAT COMPANY

A short while later 458 Broadway, New York City, became the headquarters for I. M. Singer & Company.

In order to meet the great demand, the business developed so

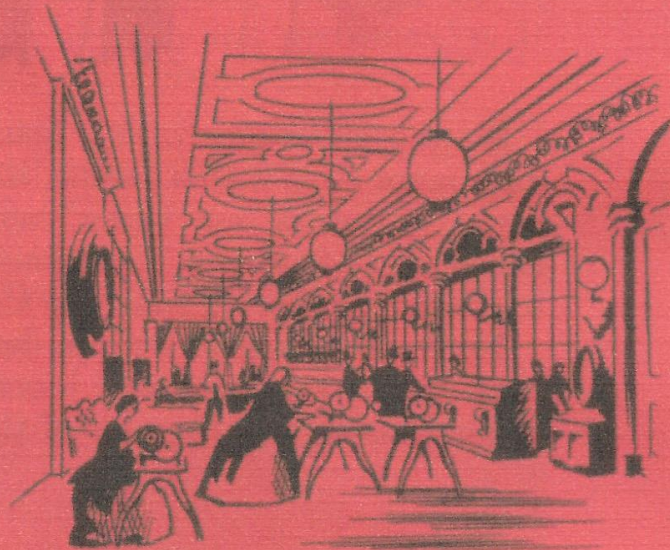
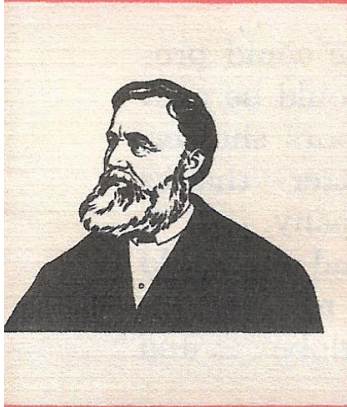


rapidly that it soon outgrew the small factory in New York. By this time sales had reached well over a quarter of a million machines a year.

In 1873, the great plant at Elizabethport, New Jersey, was opened. It covered 32 acres of land, employed about 2500 people, and was "believed to be the most complete, systematic and best equipped plant in the world." "Singer" had become a household word throughout America.

Isaac Singer had come a long way from the humble start in a Boston garret, but little did he realize what changes were to follow.

The Singer Sewing Machine brought with it great improvements in the working conditions of thousands of people employed by the needle trades. It freed housewives from the endless



drudgery of making clothes by hand for the entire family. One woman sewing by foot-powered machine could do the work of more than 20 women sewing by hand.

Since this meant that the public could afford better, cheaper clothes and in much greater quantities, the clothing industry swiftly expanded—providing more and better jobs than had previously been dreamed of.





Since each worker with a machine could produce more than with a needle, she could be paid more. Her work was easier, her hours shorter, her living and working conditions better—thanks to the Singer Sewing Machine Company.

No wonder Singers were in demand the world over. Singer salesmen were literally missionaries of progress in every corner of the globe . . . and



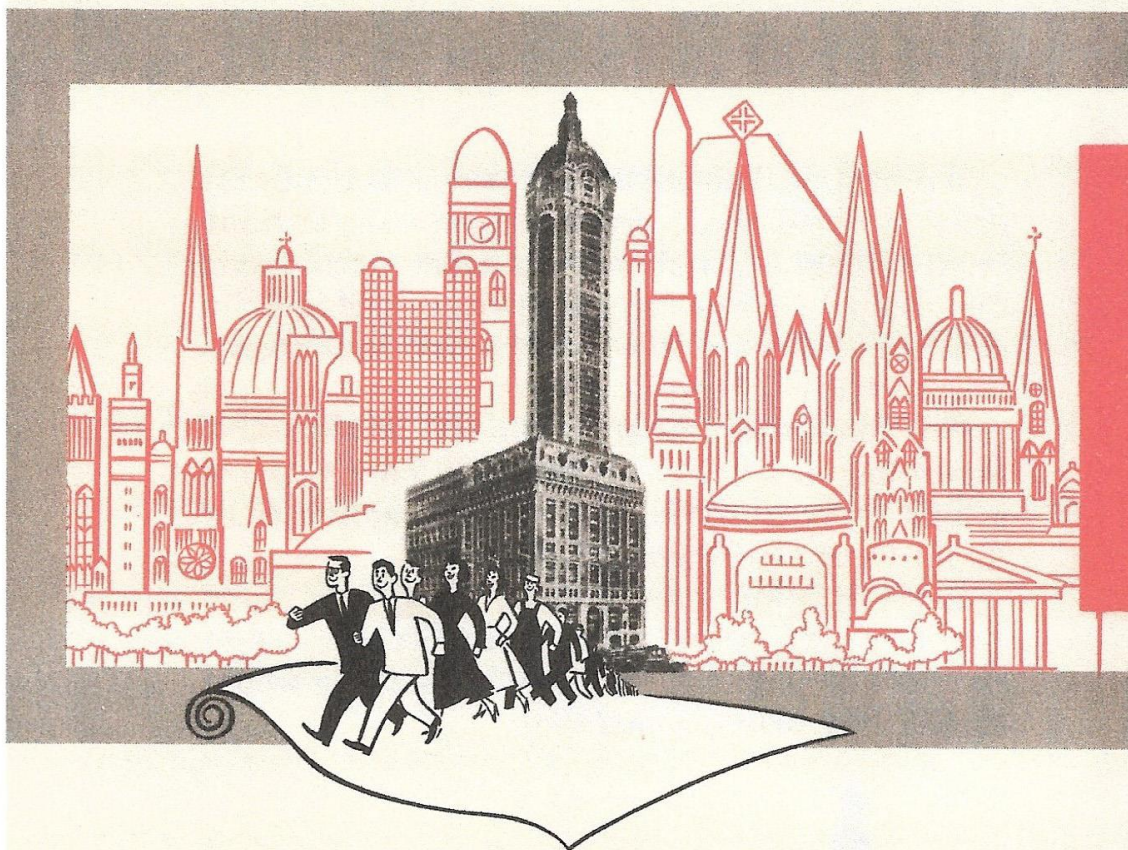
machines were delivered no matter where the orders came from. *By sled in Manchuria . . . by oxcart in the Philippines . . . by burros in Mexico . . . by coolie-cart in Japan . . . by camel in the desert . . . by human carriers in the West Indies . . . by horse-and-buggy, everywhere.*

World-wide demand did not persuade the Company to be satisfied. Instead, there was constant improvement . . . and when Singer introduced the electric motor-driven sewing machine, its beneficial influence in the home and in industry became truly universal.

Not long after, Singer built the world's first skyscraper at 149 Broadway, New York City, as a kind of watchtower to direct the activities of its far-flung beachheads of progress.

Back in 1906, crowds used to gather along Broadway to watch the construction . . . and common opinion was that the whole thing would topple over before completion.





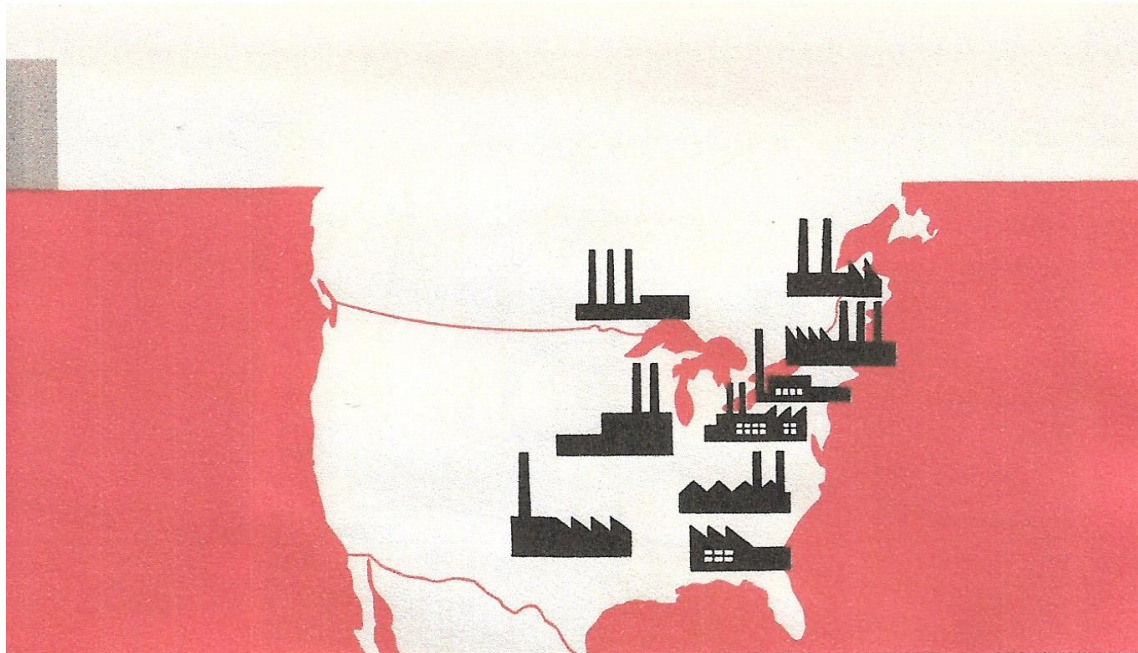
When finished, the Singer Tower rose 612 feet above the ground . . . and was higher than any other building ever erected by man. Even today it ranks among the world's tallest structures.

Yes, your company is a real builder . . . not only of world famous buildings. Singer is a builder from start to finish, of the highest quality sewing machines in the world . . . and its facilities for research and development are of the finest.

Today, the Elizabethport plant alone covers 113 acres, employs more than 9,000 people.

The Bridgeport plant in Connecticut presently manufactures literally thousands of different types of machines for every industrial use.

One of the world's largest wood-working plants



*In addition to these factories on the North American continent, plants are maintained in Scotland, Italy and France.*

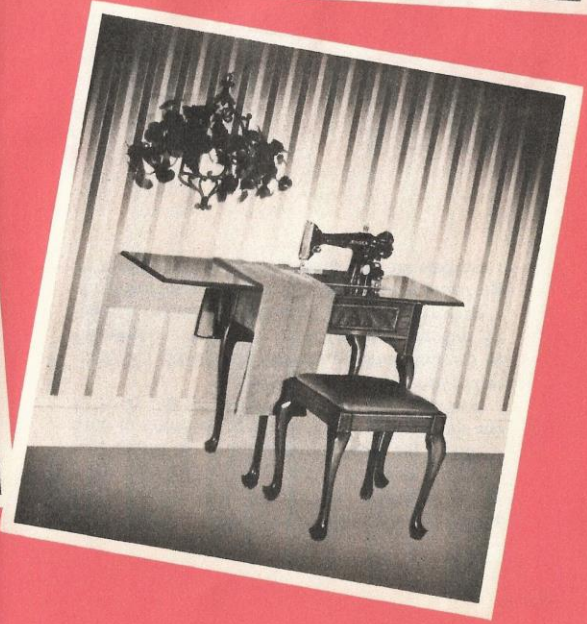
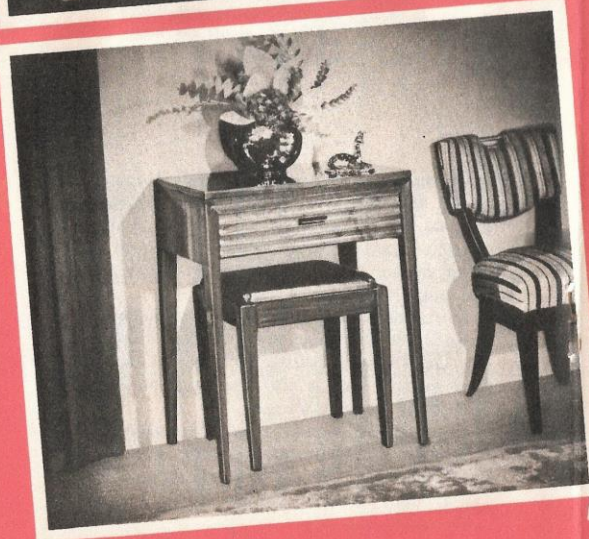
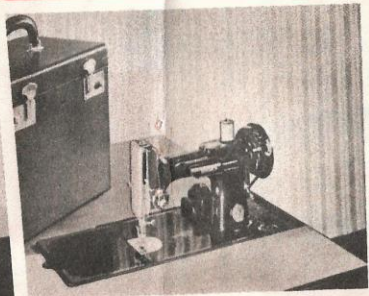
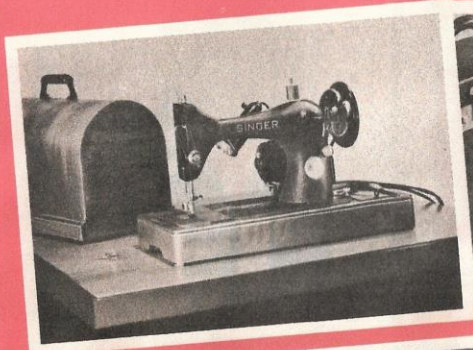
is the Singer factory at South Bend, Indiana.

The two plants at Trumann, Arkansas, and Pickens, South Carolina, are both modern and efficient wood-working factories, assured of a never failing supply of the finest woods, from Company owned forest land.

All motors and electrical parts are made in the up-to-the-minute plant of our Electrical Division, The Diehl Manufacturing Company at FINDERNE, New Jersey. This is also the home of the new SINGER\* Vacuum Cleaner.

The latest addition to the list of American plants is the new sewing machine factory at Anderson, South Carolina. Canada produces its own at the two modern plants at Thurso and St. Johns.

\*A Trade Mark of The Singer Mfg. Co.



Singer Sewing Machines are available in models to meet every need, purse and preference.



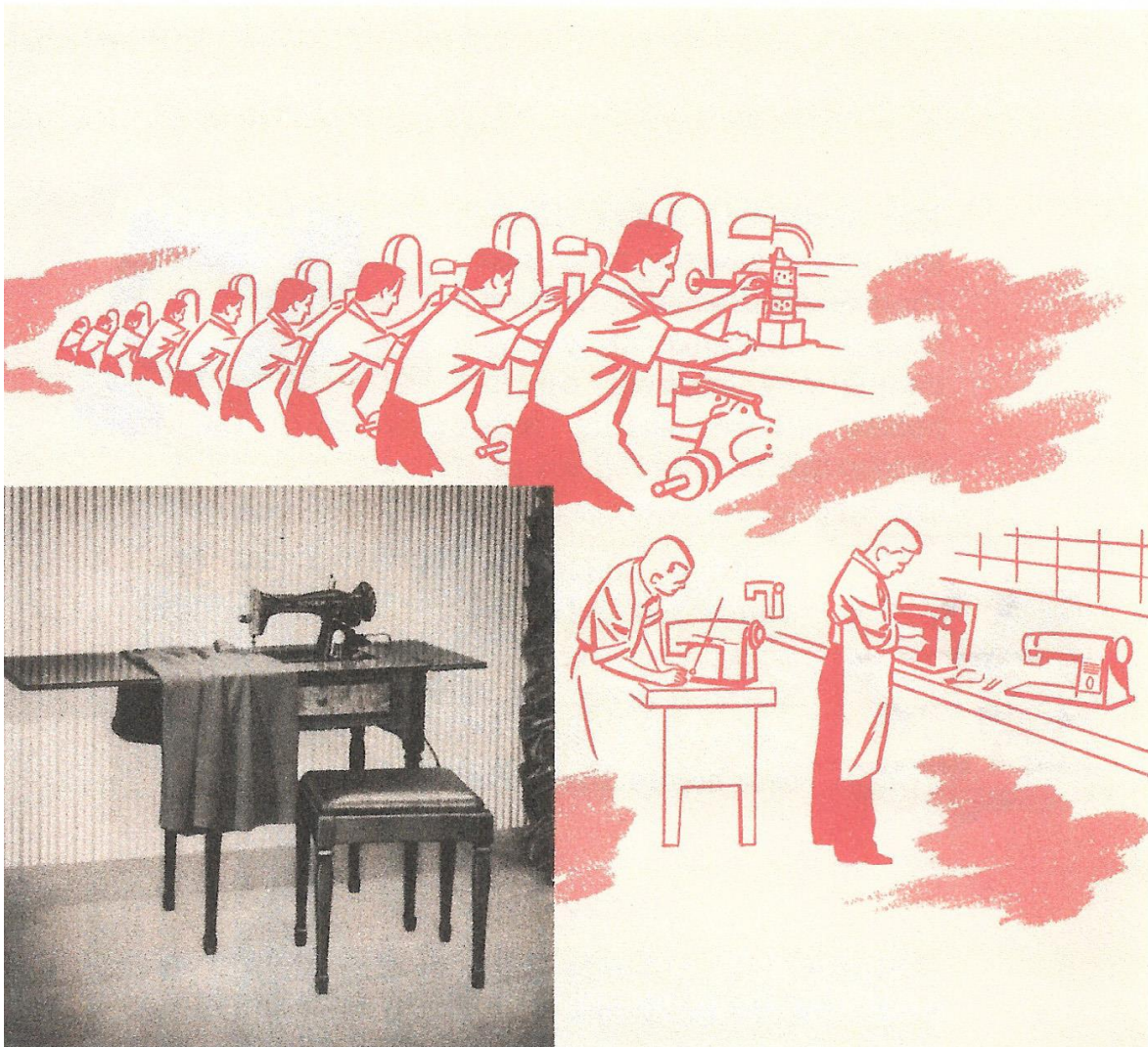
**SINGER STANDARDS OF QUALITY**



Singers are synonymous with dependability as the result of a century of high-quality engineering.

Scientific research laboratories and experimental departments maintain continuous operations to develop superior models, and devise means of improving those in production.

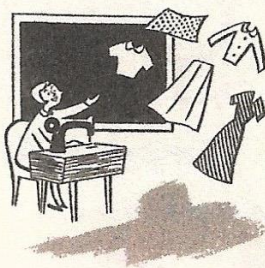
Singer maintains its position at the head of the industry. It is a product to be proud of with a model for every pocketbook . . . a product of enduring excellence and efficiency. And the market is constantly expanding. Yes, the future is bright for this business of yours.



Singer Sewing Machines are built of the highest quality materials to the most exacting specifications. This demands continuous analysis of raw stock and finished products to insure against the slightest variation from these rigid standards.

In Singer factories a large staff of skilled men and women perform expert operations on the most up-to-date machine tools. They work within the close tolerances required only of the finest precision machinery, as indicated by contracts for precision equipment awarded Singer during World War II.

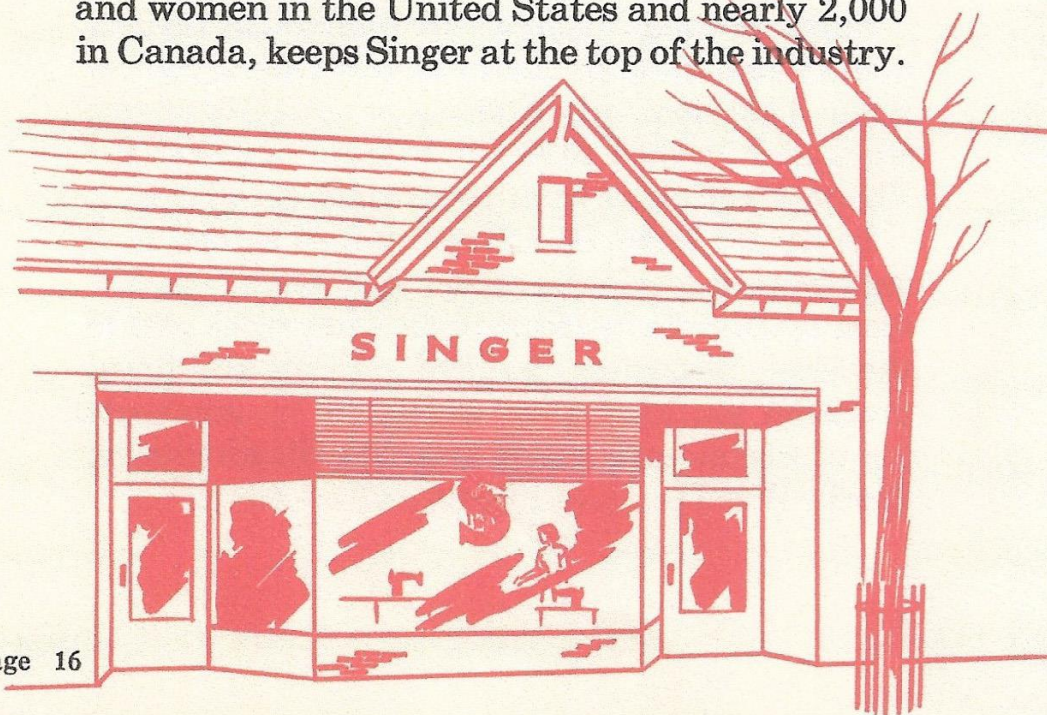
For instance, today there are more sewing machines than telephones in American homes. Millions of young people are growing up in homes where sewing machines are considered an essential part of the household.



Home sewing is the American Woman's No. 1 Hobby . . . with 29 million women sewing their own. 56 per cent of all teen-agers are sewing—averaging 5 garments a year. Most of them learn to sew before their twelfth year.

#### SINGER SERVICE

Singer does not rely only on the natural demand for its products. The company's far-flung sales organization, numbering over 13,000 men and women in the United States and nearly 2,000 in Canada, keeps Singer at the top of the industry.





Hundreds of new Singer customers are created every day, and old Singer customers receive speedy, courteous service—either in their own homes—with the help of Singer's up-to-date fleet of service cars, or in one of Singer's pleasantly modern and efficient Sewing Centers, of which there are more than 1,300 throughout the United States and Canada.

It is impossible to over-emphasize the importance which the Company attaches to its reputation for fair dealing and good service. It is the cornerstone of the Singer business.

Women everywhere know that the local Singer Sewing Center can help them. Through the excellence of its facilities, the diversity of its merchandise, and its skilled employees, the Singer Sewing Center has won the respect of women everywhere.



## PUBLIC RELATIONS

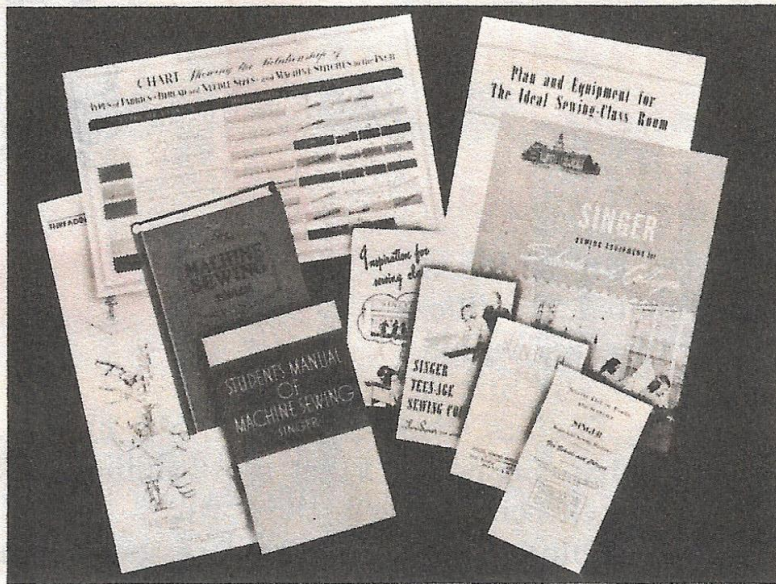
To assist its livewire sales organization in promoting customer appreciation of Singer products and services, the Company has always kept its name constantly before the public eye.



And its present-day full page, four color advertising campaigns are backed by progressive public relations and educational promotions such as: Special lectures and courses for Home Economics leaders.



Fashion Shows . . . to convince many thousands in scattered communities that they can save by sewing the Singer way.



Instructional guides, charts and free educational material to assist the efforts of Sewing Teachers and Home Demonstration Agents.

Budget Sewing Courses conducted at Singer Sewing Centers throughout the Nation have taught hundreds of thousands of adults and teen-agers.

Of the 4 million girls who learn to sew in Public and Parochial schools every year, most learn on Singer Sewing Machines. Surveys show that more than 125 million garments were made in a recent year from patterns purchased from Singer Shops, stores and newspapers.



**OUR MARKET—  
TODAY  
AND TOMORROW**



In the United States an estimated *22 million* families own sewing machines—eight out of every ten families. Only *6 million* own electric models. That means a market of 16 million potential purchasers . . . plus the owners of old electric machines who want to replace them with new models.

Tomorrow's market, too, is represented by the girl who learns to sew today on modern Singer equipment. When she marries and settles down tomorrow she will hardly be content with Grandmother's hand-me-down machine.

There are 101 reasons why women sew. Some just like to. Thousands prefer to sew at home to save money. Others find their clothes fit better. Still others do it to give their clothes and their homes individuality.

Yes, women will always sew, and as long as they do, they will need Singer Sewing Machines. What does that mean to you as a member of the Singer family?

It means security . . . for yourself and your family . . . a dependable income and a steady job with a financially sound company that has stood firm for an entire century—in boom and in depression, in war and in peace.

