



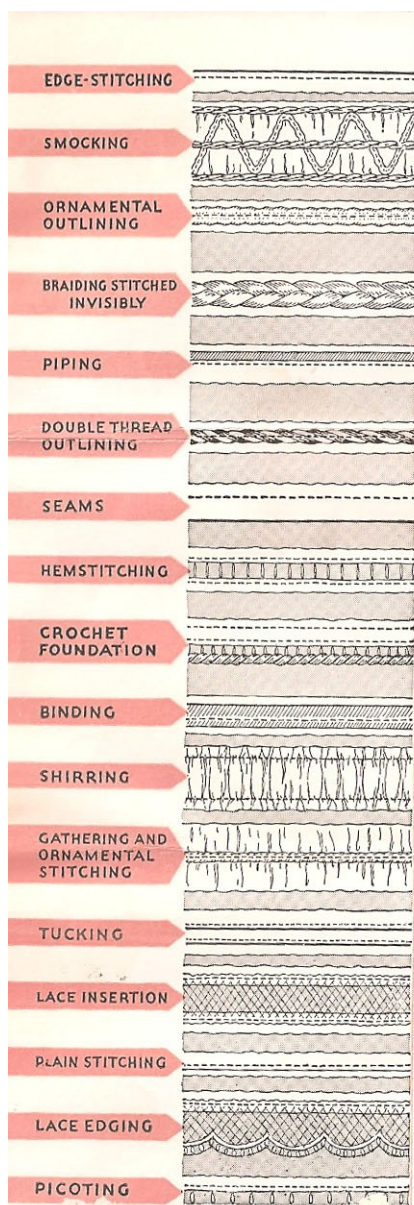
NEW
SINGER

STYLE-O-MATIC

DOES 17 KINDS OF FINISHES
NO ATTACHMENTS TO USE

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April1930's Sewing Shoppe
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SAMPLES OF WORK CONTINUED ON BACK COVER



What the Singer "STYLE-O-MATIC"

Means to You

THE pleasure of making smart, well-fitting clothes for yourself, and attractive draperies, slip covers and other furnishings for your home, is amply increased by anything that adds to the ease and speed of construction . . . Modern Singer Electric machines, that operate smoothly and quietly by the slightest pressure of the knee, have made the actual stitching a matter of a few effortless minutes . . . Now the Singer "Style-o-matic" removes the last vestige of tediousness—the making of those professional touches that add a smart finish to the garment . . . Binding, Gathering, Edge-stitching, Tucking—in all seventeen different kinds of finishes—actually flow from your machine with amazing ease . . . The machine does the work, leaving nothing to mar the pleasure of creating and developing your attractive garment. The following pages tell how this new "Style-o-matic" presser foot makes finishing a pleasure—not a task.

SINGER SEWING MACHINE COMPANY
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The Style-o-matic is shown in the illustration below which gives the names of the various parts, to which references are made in the instructions given in this leaflet. The Adjustable Stitching Guide is used for binding of various widths, tucks of different

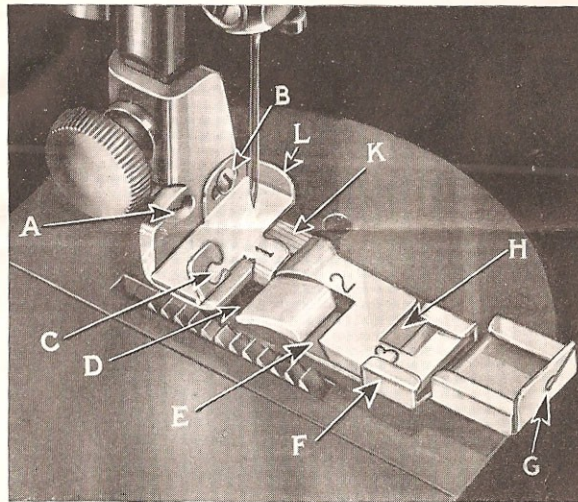


Fig. A

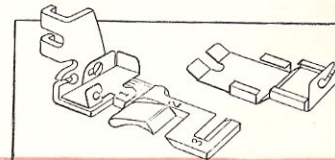
- | | | |
|--------------------------------------|------------------------------------|---------------------------------------|
| A—Yarn Guide for Invisible Stitching | E—Slot 2 | K—Scale for Different Widths of Tucks |
| B—Guide Adjusting Screw | F—Shirring Plate | L—Adjustable Stitching and Yarn Guide |
| C—Yarn Guide for Invisible Stitching | G—Yarn Guide for Visible Stitching | |
| D—Slot 1 | H—Slot 3 | |

sizes and edge stitching. It is also very helpful for doing top stitching of all kinds. The Guide Adjusting Screw is loosened and the Adjustable Stitching Guide placed in the desired position, after which the screw should be securely tightened.

Figure "A" shows the shirring plate in its upper position, where it should be placed for plain stitching, and for safe keeping when doing other work.

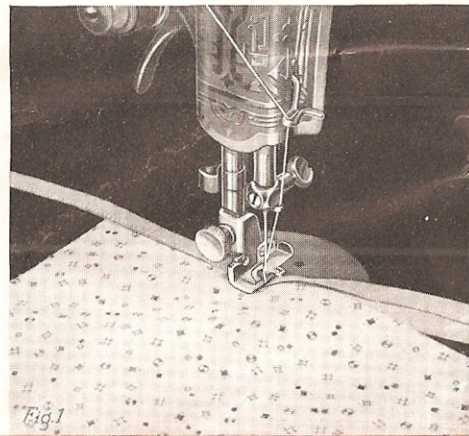
USE SIZE 9, 11, and 14 NEEDLES with the NEW SINGER STYLE-O-MATIC SEWING FOOT. Never Use a Needle Larger Than Size 14.

1



Plain Stitching It is possible to do the same high grade, perfect stitching with the new Style-o-matic Foot as is done with the regular presser foot supplied with Singer machines, so that it is not necessary to take off the Style-o-matic Foot in order to do plain stitching. Place the material under the Style-o-matic Foot in the regular way, the same as you would do with any other presser foot, and proceed to sew as usual. French seams are easily done when using the Style-o-matic Foot; the first row of stitching being done by placing the material under the foot as for ordinary sewing. Then trim the edges of the material close to the line of stitching. Insert into Slot 1 (D, Fig. A) for guiding the stitching. In this way you will get a nice even seam with no possibility of the raw edges showing on the right side of the garment.

Binding While it is possible to use binding of various widths with this automatic sewing foot, including commercial binding as well as bias binding cut of the same or contrasting fabric, it is usually desirable for most purposes to use size 5 commercial binding. Move the adjustable guide (L, Fig. A) to the extreme right. Fold the binding in half, having folded edge to the right. Place the binding in Slot 1, (D, Fig. A), insert the material into the center of the binding and proceed to stitch, as shown in Fig. 1. If size 3 binding is used, loosen the small screw (B, Fig. A) and move the adjustable guide to the left so that the stitching will come near the edge of the binding. With the adjustable guide, it is possible to use bindings of various widths, in each case taking care that the guide is so adjusted that the stitching will always come near the edge of the binding.



Tucking Various widths of tucking, from the finest pin tuck up to a $\frac{1}{4}$ " tuck, (see Fig. 2) with any desired space between, may be accomplished by moving the adjustable guide for the desired widths of tuck and folding and inserting the material in Slot 1, (D, Fig. A) of the automatic foot, as shown in the illustration below. A scale (K, Fig. A) is provided for the various widths of tucks. Tucking always lends a refinement of touch to any delicate garment, especially where fullness must be controlled.

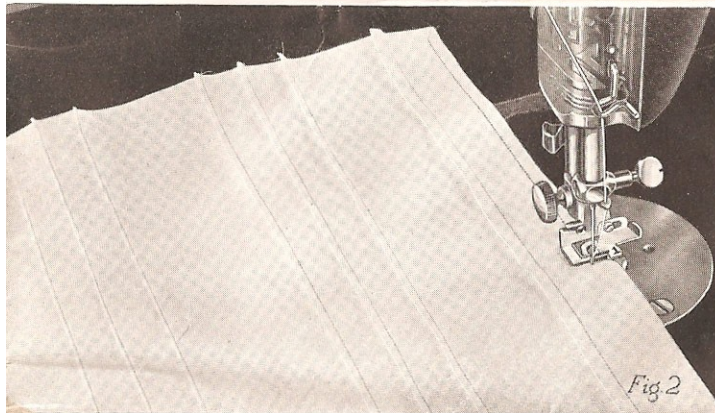


Fig. 2

Edge-Stitching Fold the raw edge of the material under about $\frac{1}{8}$ " to $\frac{1}{4}$ ". Move guide (L, Fig. A) as far to the left as possible, insert material into slots 1 and 2, (D and E, Fig. A), and proceed to stitch, keeping the material as far to the right as possible. Then trim excess material close to line of stitching.

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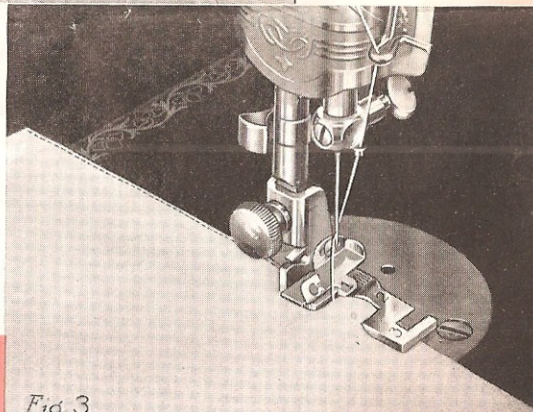


Fig. 3

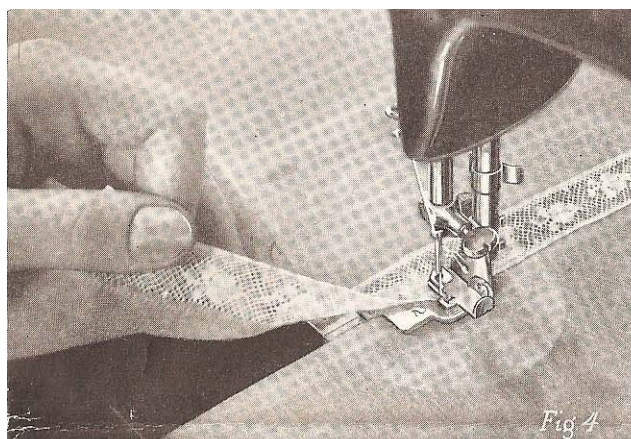


Fig 4



Fig 5

Edgings and Insertions Place adjustable guide (L, Fig. A) as far to the left as possible. For insertion of lace, first prepare the material by turning raw edges under. Insert lace in Slot 1 (D, Fig. A) and material in Slot 3 (H, Fig. A) bringing edge over as far into the slot as possible, to make certain that edges overlap, as shown in Fig. 4. Slot 2 (E, Fig. A) may be used if preferred, but it is easier to guide in Slot 1 (D, Fig. A). Lace edgings may be applied in the same manner, as shown in Fig. 5.

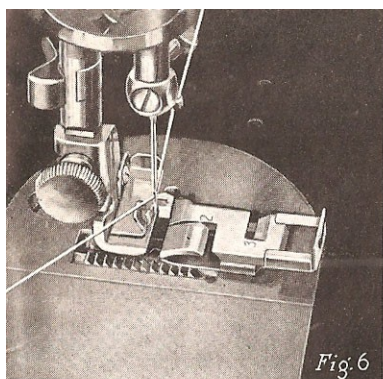


Fig. 6

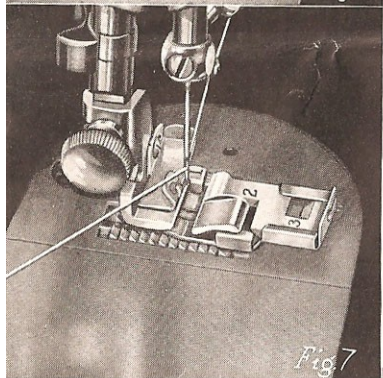


Fig. 7

Shirring

In order to do shirring, be sure that you have a good stitching tension before starting, as a well locked stitch is essential to produce even and firm rows of shirring. To prepare the Style-o-matic, insert the upper prongs of the shirring plate on to the foot (see Fig. 6) and push it as far back as it will go (see Fig. 7), being certain that the needle hole is visible in the shirring plate. Place the material under the foot, as shown in Fig. 8. The degree of fullness desired is determined by adjusting the length of the stitch—a long stitch for greater fullness and a shorter stitch for scant fullness. If several rows of shirring are desired the edge of the foot may be used as a guide. When you are through shirring, it is necessary to remove the shirring plate. Shirrings are essentially feminine and add a soft flattering touch wherever employed.



Fig. 8

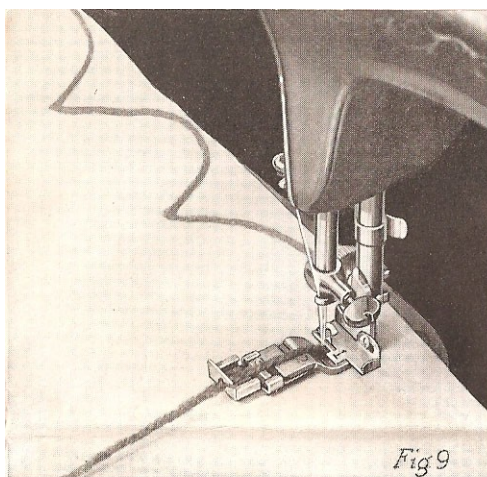


Fig. 9

Ornamental Stitching

VERY attractive trimming, simulating embroidery, can be made by using various kinds of braids, yarns and threads. By placing the shirring plate in its upper position (Fig. A), it acts as a guide for the yarns to be applied. The adjustable guide will also facilitate the guiding of the yarn, and should be moved to the left as far as necessary to accommodate the different thicknesses of yarn so that the needle will pass through the center of the yarn. Practically any design stamped for embroidery can be followed with ease. Place the material under the foot and thread yarn through the guide (G, Fig. A), through Slot 1 (D, Fig. A) and under the foot as shown in Fig. 9.

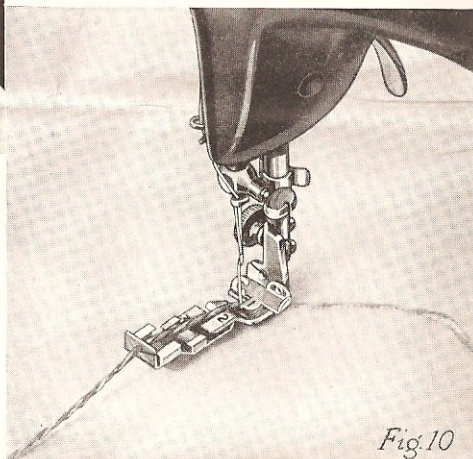
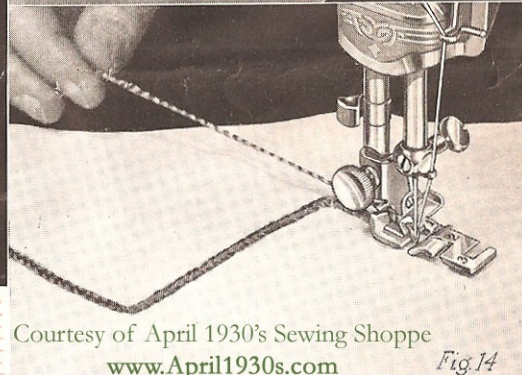
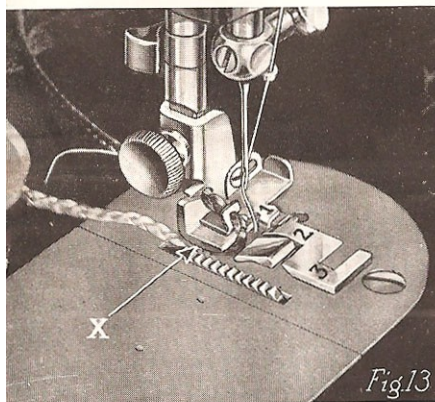
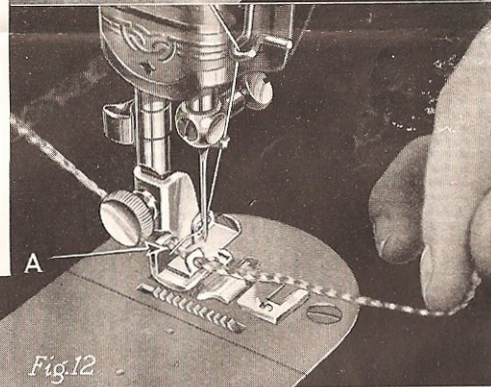
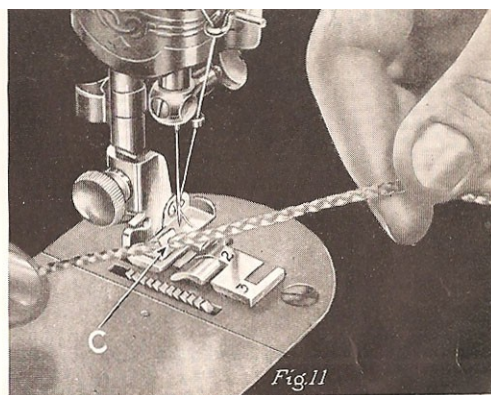


Fig. 10

Two or more strands of yarn tightly twisted together can be used very attractively as a trimming, by placing them into the attachment, as shown in Fig. 10. Discreet touches of embroidery add distinction and charm to both garments and furnishings and, more than anything else, express the individuality of the fortunate possessor.

Invisibly Stitched Braiding

SOUTACHE and pigtail braid are desirable for this purpose. To insert, hold the braid taut in both hands, with the short end in the right hand, and insert into the adjustable guide (C, Fig. 11). Then draw braid held by the left hand through the opening (A, Fig. 12). Place short end of braid under the foot, leading away from you, as shown by X, Fig. 13, being sure that it feeds freely from the back under the foot. Do not use any thread finer than No. 70 for this operation. Almost any design may be followed, as shown in Fig. 14.



Shirring and Ornamental Stitching It is also possible to combine shirring with braiding, the two operations being done simultaneously. First place the shirring plate in proper position, as shown in Fig. 7, so that the attachment will be prepared to do shirring. The yarn should then be inserted into the Style-o-matic foot by holding it taut with both hands and sliding it between the foot and the shirring plate into the needle hole of the shirring plate, as shown in Fig. 15. Then draw yarn through guide (G, Fig. A) and place material under the foot and proceed as you would for ordinary sewing. The yarn is applied and the shirring done all in one operation, as shown in Fig. 16.

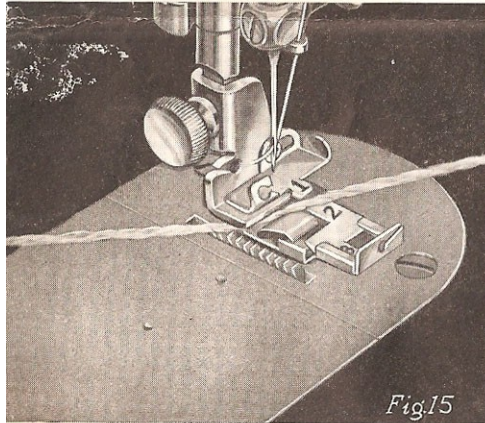


Fig. 15

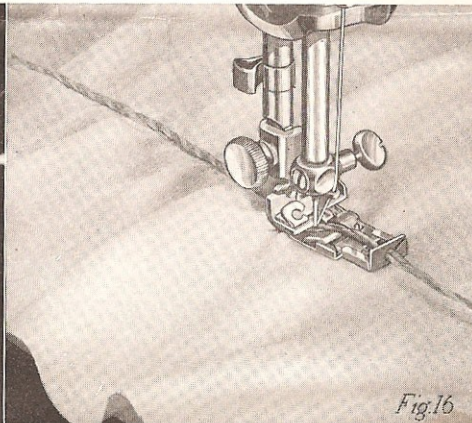


Fig. 16

Invisibly Stitched Braiding can be done with the shirring in the same way by placing the shirring plate in proper position on the attachment for shirring and by threading the Style-o-matic with the braid, as shown in Fig. 17.

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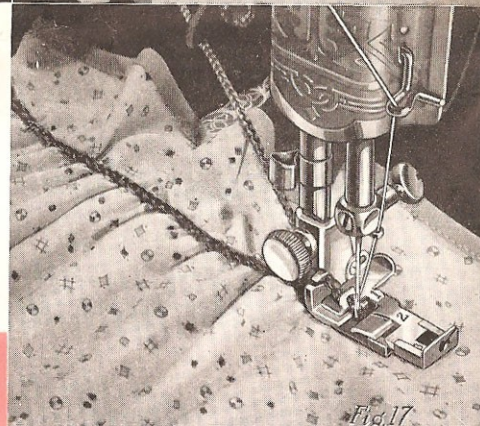


Fig. 17

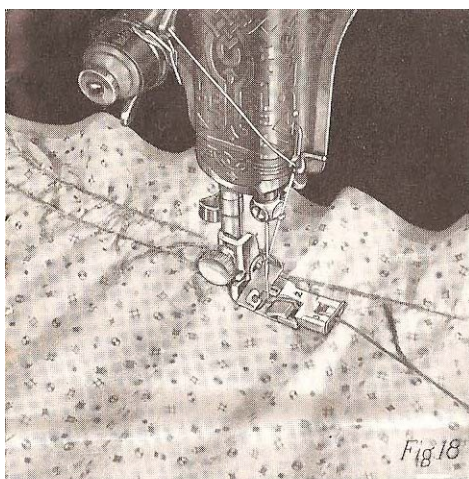


Fig 18

Smocking Machine smocking can be very simply and quickly done by combining the ornamental stitching with the shirring. To do smocking, first stamp or draw an appropriate design on the material which can be outlined with braiding, as in Fig. 9. Apply braid flat to the diagonal lines in the design. Then place

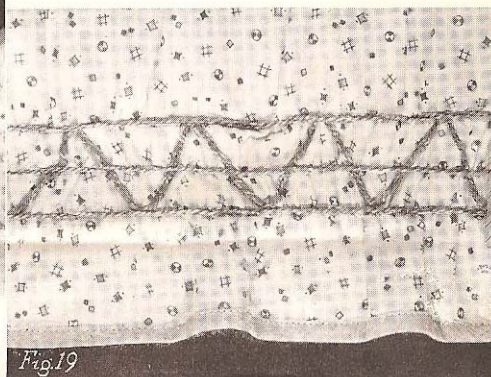


Fig 19

shirring plate in position and proceed to do the rows of shirring, as illustrated in Fig. 18. A completed sample with three rows of shirring is shown in Fig. 19.

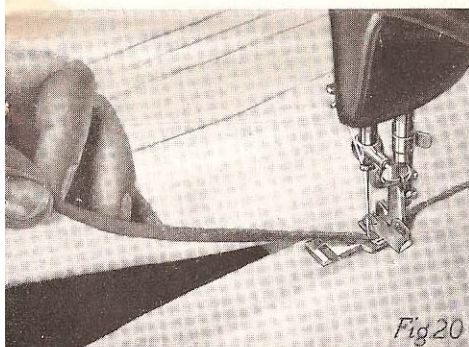


Fig 20

Piping Fold the edge of the material under. Then place narrow piece of contrasting material about $\frac{1}{8}$ " beyond the folded edge and insert both pieces of material in this manner into Slot 1 (D, Fig. A) holding the two pieces together carefully while stitching. The lower piece of material is placed under the presser foot and care taken to keep it even with the left edge of the foot. See Fig. 20.

Hemstitching

(Or veining)—When doing imitation hemstitching, or veining as it is sometimes called, loosen the upper tension of the machine. Two pieces of material are necessary for this type of work. One piece is laid under the attachment, and the other is laid on top into Slot 1 (D, Fig. A). The operator should be careful in guiding the lower material so that the edges of both pieces are kept evenly together. The width of the hemstitch can be regulated by the upper tension—the looser the tension, the wider the opening. As the work proceeds a row of loose stitches is the result. (See Fig. 21). The two pieces of material are opened, the raw edges folded back and carefully stitched along the opening. All excess material is then trimmed away close to the line of stitching and the work is completed. Fig. 22 shows the re-enforced stitching in process, and Fig. 23 shows the finished sample.

This touch offers that hint of transparency which adds smartness to the simplest frock. It will also provide a very practical means of length-

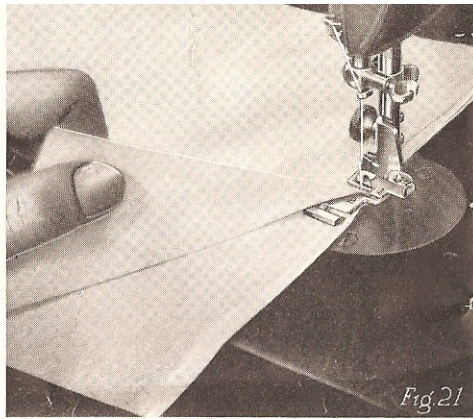


Fig. 21

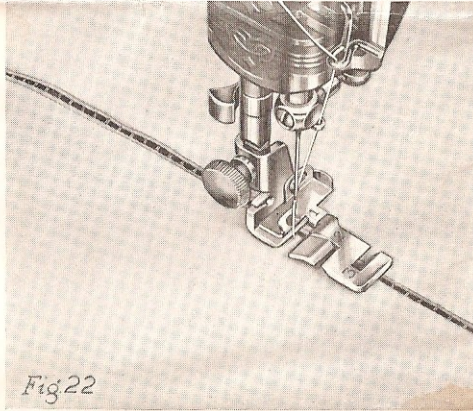


Fig. 22

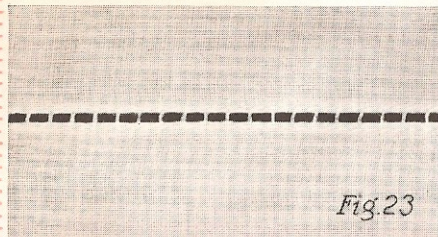
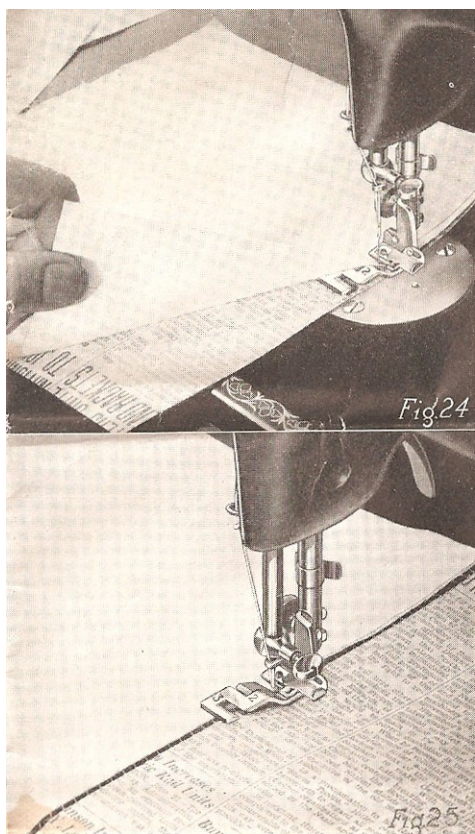


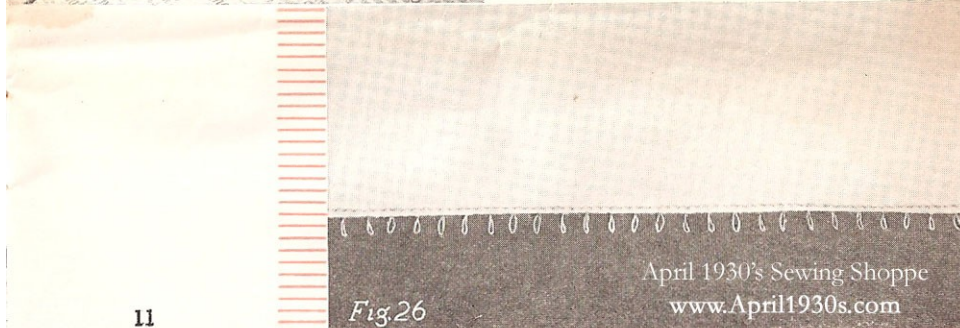
Fig. 23

ening little girls' dresses by adding a contrasting band to the skirt.

If you have any difficulty in securing a nice loose even stitch for hemstitching, picoting or crochet edge, it will be desirable to insert several thicknesses of paper between the two pieces of material. This will give a uniformity of stitching that will produce perfect work.



Picoting Prepare the machine as instructed for hemstitching, loosening the upper tension. Place a piece of paper under the Style-o-matic and the material which is to be picoted on top, inserting the material in Slot 1 (D, Fig A). Proceed to stitch the material and paper together as instructed for hemstitching, and as shown in Fig. 24. Then draw the material apart from the paper, fold back the raw edge of material and proceed with the reenforced stitching close to the edge of the material, as shown in Fig. 25. Then pull out the bobbin thread, which is plainly visible on the paper side of the work. You will now have a sample of finished picoting as shown in Fig. 26.



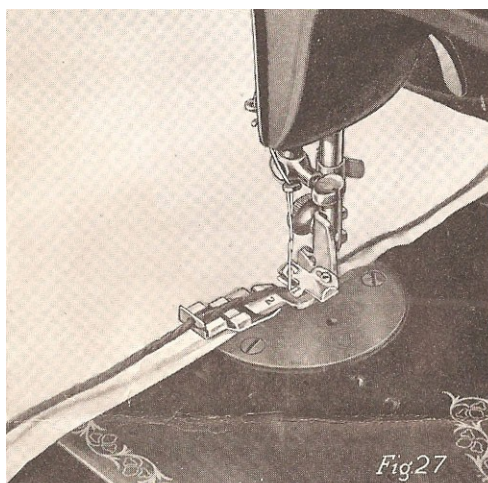


Fig 27

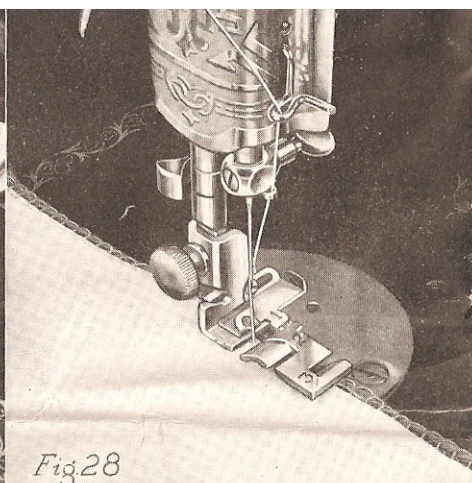


Fig 28

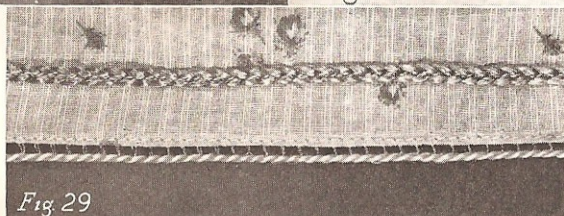


Fig 29

Crochet Edge Prepare the machine for hemstitching with upper tension loosened. Place one piece of material under the attachment and thread cotton yarn for the crochet edge through the attachment, as shown in Fig. 27. Stitch yarn to material, carefully following edge of material. Scallops, points, etc., can easily be worked in this way. Then turn the raw edge of material under and place the reenforced machine stitching close to the edge, as shown in Fig. 28. The finished crochet foundation is shown in Fig. 29. This is capable of many varieties of expression according to the shade employed.



THE SINGER
STYLE-O-MATIC
Sews . . . Trims . . . Finishes
without the aid of attachments

Just think of it—17 kinds of finishes without changing an attachment! Change instantly from shirring to binding, from French seams to tucks, from edge stitching to ornamental braiding. And it's so easy that finishing becomes the most pleasant part of making your clothes.

All Singer Shops are ready to give you free personal instruction in the use of the Singer Style-o-matic. In fact, you are invited to ask our advice on any of your sewing problems. Look in your telephone book for address of the Singer Shop nearest to you.

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