



*THE first Holloway workroom
to be equipped with steam-operated
Singer Sewing Machines*

1853

THE GROWTH OF AN INDUSTRY

Holloway Bros. Ltd., Est. 1853

Clothing Manufacturers

Stroud, Glos.

● See the 1931
workroom scene
on the inside
page

HOLLOWAY BROS. LTD., CLOTHING MANUFACTURERS

NOT even styles of clothing themselves have changed more radically in the past three-quarters of a century than methods and conditions of clothing manufacture. Invention is the mother of employment. The machine which is feared and reviled in one decade as the displacer of manual labour, is, within a few years, looked to as the great source of employment. The hated factory which took the workers from poor homes and almost endless hours of labour, was soon blessed as providing humane working environment and a much higher standard of comfort in the home.

The industrial districts of England abound with such instances, and in not a few cases mechanized industry has created prosperity and a community of well-paid workers in country districts where agriculture had been for generations yielding an increasingly hard living to the sons of the soil. Nowhere is there a better example of this than in the adoption and ever-increasing use of the sewing machine by the well-known clothing firm of Holloway Bros. Ltd., of Stroud, Glos.

Like most new ideas, the sewing machine had in its early days to pass through vicissitudes of prejudice, ignorance, neglect and self-interested opposition. At this date it is difficult to visualize the foresight, courage and enterprise which was necessary in 1853 to institute, as did the late Mr. George Holloway, a sewing room equipped with steam-operated Singer sewing machines. It was well within the living memory of the time when the detractors of gas-lighting had dwelt on the "dangers of transmitting streams of flame along pipes!"—and when the opponents of the railways had foretold widespread fire and destruction from "the belching flames and sparks of the engines!" It was only forty years after the terrifying activities of the Luddite rioters (so graphically described in Charlotte Bronte's "Shirley"), who did their worst to prevent the installation of the new machinery which was later to give Britain the lead in the World's textile markets, and to create one of the country's greatest industries. Only a dozen years before, in France, Barthelemy Thimmonier, a pioneer of the sewing machine in his own country, had had his workshops wrecked by an infuriated mob.

Revolutionary as it was in its day, the first workroom of Mr. Holloway's looks strangely archaic to modern eyes. Glance at the wood-cut illustration on front page—and then look at the photographic reproduction on the right. It is evident that the firm of Holloway Bros. Ltd. is every bit as up to date on its equipment in 1931 as it was in 1853.

To-day, instead of cumbersome crudely-driven machines, capable only of plain sewing, there are Singer sewing machines of the very latest types for such diverse processes as Button-holing, Button-sewing, Basting, Seaming, etc., etc., with short benches and separate drives. Instead of bare rooms with naked gas-jets and heated by stuffy stoves, there are great airy apartments, with large windows, electrically lit and automatically warmed and ventilated in both summer and winter.

The first Holloway workroom in Stroud has now grown into an imposing building of three stories, with a frontage over 100 yards, situated in Church Street, and the number of workpeople has increased steadily so that this flourishing Stroud industry now gives employment to over 750 workpeople.

The growth of this firm has been closely identified with the growth and progress of the town of Stroud, and Mr. George Holloway in particular was one of Stroud's greatest benefactors. He was elected to represent the division in Parliament and sat for six years. His statue, which is a striking feature of one of the main thoroughfares of Stroud, attests the cordial recognition given to his ability and character. It is erected outside the Holloway Institute, and here it may be mentioned that Mr. Holloway was founder of the Conservative Benefit Society, now called the Holloway Original Benefit Society, which has a membership of over 6000, and was the forerunner of all the Holloway Societies in the Kingdom, the total membership of which is 209,000.

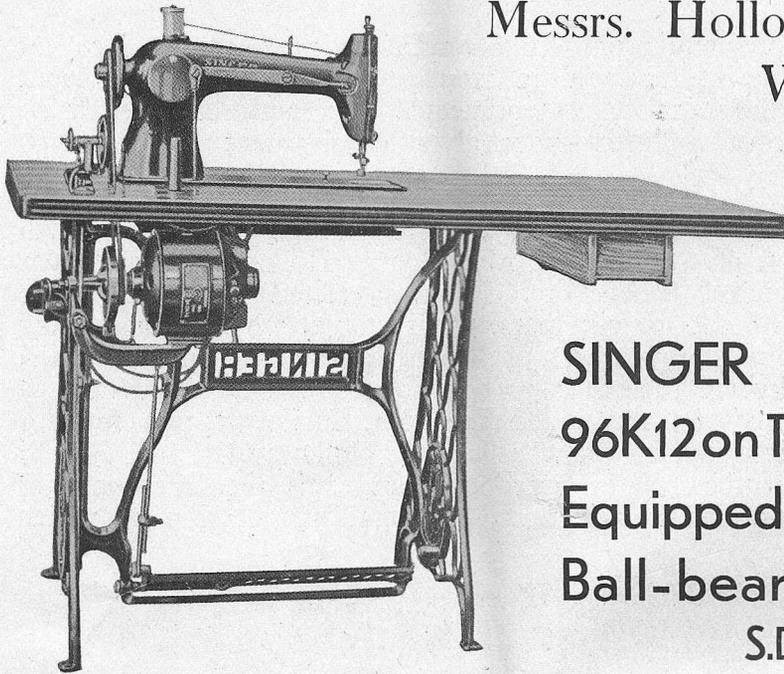
*ONE of the Holloway Workrooms
as equipped with newest type
Singer Sewing Machines . . . in* **1931**



One of the many Singer types in

Messrs. Holloway Bros.

Workrooms . . .



**SINGER MACHINE
96K12 on Table & Stand
Equipped with Singer
Ball-bearing Motor
S.D. 805**

ONE of the principal advantages of Singer Ball Bearing Motors over plain bearing motors is the surprising reduction in the cost for power, friction being reduced to a minimum.

When a machine is fitted with an individual motor, electric current is consumed only when the machine and motor are in use. In the case of a number of machines fitted on a power bench, and the latter operated by a single motor, it often happens that only one or two of the machines may be in use, while the amount of current consumed is that necessary to drive the large

motor and the whole bench, as well as the one or two machines in use. Considerable saving in power is therefore effected when the individual form of drive is adopted. In small shops, the individual equipment for separate machines is also found to be more economical.

In addition to the economy afforded by individual motor drive, it will be found that workrooms can be easily kept clean and the individual units can be readily moved from place to place as desired, and an electrical connection made instantly.

Discuss your sewing machine problems with

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