

First Things First

DO NOT SECOND-GUESS, HERE IS HOW IT ALL STARTED...

1ST AIR MAIL:

Wearnes Air Services was the first company to offer postal air services in Malaya. Letters were carried on passenger flights to the airline's destinations: Singapore, Kuala Lumpur, Penang and later Ipoh and Kota Bahru. Letters posted before 6am arrived the same day.



1ST SHOWROOM:

When the coach house in Charles Wearne's brother-in-law's residence became too small for the burgeoning business, C F F Wearne and Co moved to new premises at 168-169 Orchard Road. By 1909 it had become an agent for a host of car makes including Star, Reo, Belsize, Standard, Rover, Frick and Napier vehicles, plus a range of Vindec motorcycles.

1ST CAR SALE:

In 1907, C F F Wearne and Co sold its first motorcar – a seven-horsepower Oldsmobile – to E A Hilkes, a leading citizen of Bandjarmasin in Southern Borneo. The car was running perfectly, until it arrived by ship in Borneo. It just would not start. Within four days, Charlie was in Borneo and before long, had the car up and running. Apparently, some curious passengers on board could not keep their wandering hands off the engine.

1ST ADVERTISEMENT:

On 1 December 1906, C F F Wearne and Co placed its first advertisement in Singapore's daily newspaper *The Straits Times* announcing that the company had the "World's Best 'Star' Motorcars" for sale. Serious buyers and eager on-lookers thronged the showroom at 168-169 Orchard Road.

The World's Best "Star" Motor Cars

Patronized by the Automobile Club of Great Britain and Ireland.
Unrivalled for Elegance of Design and Reliability.

One	7	H.	P.	2 Cylinder Car	} TO ARRIVE SHORTLY
..	10	H.	P.	4	
..	14	H.	P.	4	
One	16	H.	P.	2 Cyl. 10 Passenger "REO" Bus	} IN STOCK
..	16	H.	P.	2 Cyl. Touring Car	
Two	8	H.	P.	4 Seated Runabout	

For further particulars apply to

The Sole Agents,

C. F. F. WEARNE & Co.

168 & 169 Orchard Rd.
Telephone 514.

