

S. Oland, Sons & Co., Army and Navy Brewers; 36 and 38 1
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BEWARE OF SPURIOUS MACHINES !

THE SINGER MANUFACTURING CO.'S

NEW FAMILY SEWING MACHINE

NOW SELLING AT GREAT REDUCTION FROM FORMER PRICES.

Possesses improvements found in no other, combining convenience, durability and ease of motion.

The best in the World

The "Survival of the Fittest" is illustrated in the records of the Sewing Machine market from 1871 to 1876. In 1871 the Singer Manufacturing Company had 24 competitors whose total annual sales were 424,834 machines. In 1876, 13 competitors had gone out of business; the Total Annual Sales of the Survivors had fallen off 121,217 machines, and the Annual Sales of the Singer's leading competitors had fallen off 19,529 machines.

Meanwhile the sales of the Singer Machine increased from 181,260 to 22,316 machines, and even this enormous number was, despite the "hard times" still further increased in 1877 to 232,312 MACHINES.

THE BEST ALWAYS WINS !

BUY ONLY THE GENUINE !

We submit to any candid reader, that a machine whose sales steadily increase through years of adversity and unparalleled depression in business while the sales of every competitor fall off heavily year by year

MUST BE THE BEST MACHINE

To avoid worthless BOGUS machines, notice that every SINGER MACHINE bears our Patented Trade Mark, and the words "SINGER MFG. CO." on the arm, and

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