

It has the Under or Four Motion Feed, like all high-priced Machines, and unlike all other low-priced Machines.

PECULIARITIES OF THE EXCELSIOR FAMILY SEWING MACHINE.

The peculiar qualities of the Excelsior Machine are strength, beauty, elasticity, and versatility, or adaption to any kind of work. It compasses the whole range of family sewing completely, and without any of the vexatious delays in rewinding, fastening, and finishing, which are common to other machines, and which occupy so much time and waste so much material. It makes a beautiful, smooth, elastic seam upon cloth or cambric, which gives, when it is washed or stretched, without breaking, and in which every stitch is so firmly locked that the seam can be cut off between every three stitches without impairing its strength. There is no breaking and fastening of stitches, no threads dangling at the end of each seam; the machine fastens each end for itself, and the thread used is all employed to strengthen the seam, and render it elastic.

The "Elastic Lock" stitch is the only one that can be properly used upon bias seams, and is therefore adapted to an immense variety of garments containing such seams, and also seams which are subjected to much stretching and wear. In addition to the fact that no rewinding and no fastening is required, a great deal of time and temper too is saved to the operator by the simplicity, regularity, and ease of the various movements, the adjustment without change of tension to different kinds of work, and the method by which it is thrown from the machine without delay or embarrassment, and also in such a way as to enable the operator to maintain a pleasant and graceful position.

For dressmakers, the Excelsior is the only suitable machine; it is the only one that will accomplish satisfactorily and with an immense saving of time all the plain sewing, stitching, and quilting which they have to accomplish.

For the heads of families it is equally valuable. *It will do everything.* It is simple, reliable, perfect in its operation, easy to be understood, not easy to get out of order, and gives such thorough satisfaction as to leave no room for complaint.

OUR PRICES.

In establishing the price of our machine, the company decided to place the price much lower than it really ought to be, taking into consideration the present high prices of labor, iron, steel, paints, and materials of every kind which enter into the manufacture of them, hence we are obliged to do a large amount of business, or none at all. By turning out a large number of machines, we are enabled to sell them, and do well, at a far less price than we could should we make but few. Thus it is in publishing books or papers. To set the type and print a single copy of almost any daily paper would cost \$50, but by printing them by the ten, twenty, and thirty thousand, they can be sold for three or four cents each. A Sewing Machine could be made with a file and a few other tools, but to make a living at it they must be sold for several hundred dollars each; but in order to bring the price of machines down low, and make them perfect in their operation, they must be made by machinery in the quickest and most perfect manner possible, which, of course, involves at the beginning a very large outlay of capital, and months of time, before a machine can be made or a dollar realized. By turning them out in large quantities, and buying all our materials at the very lowest cash prices, we can afford them at the price established by the company. To convince the public that they have been paying from \$20 to \$30 too much on each of the different high-priced machines, and to prove the assertion, we ask you to compare our machine and its work, candidly and honestly, with any of the high-priced machines of the day.

The decision, we are confident, will be, as it always has been thus far, in favor of the "Excelsior Machine."

Our Machine would readily bring \$20 or \$25 if we were disposed to ask it; but so long as we can afford them for \$15, we intend to sell them for that, and by so doing we shall not only live, but "let live."

The Machines are thoroughly tested on all kinds of goods before packing, to detect, if possible, any defect in running, and no machines are sent out but those that are perfect in every way, and ready to run when they are received, and any one can learn to use them successfully in a few minutes, without any other teacher than the printed directions, which accompanies each machine, free.

Be Wise, save the time and eyes of your Wife and Daughters.

Every Machine Warranted Perfect, and Money Refunded if not found as Represented.

We employ none but the very best Workmen, and every Machine is made with Mathematical Accuracy.

SIMPLE, DURABLE, COMPACT AND CHEAP.