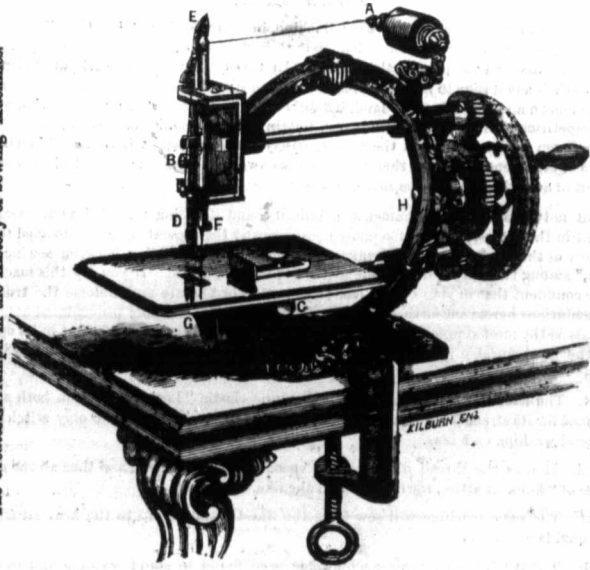


\$15 EXCELSIOR \$15
SEWING MACHINE COMPANY,

The Greatest Triumph in the History of Sewing Machines.

It needs only to be seen to be admired, and used to be appreciated.



We give half a dozen extra Needles with each Machine, all other Manufacturers give only four.
 No Household Complete without our Iron Needle Woman.

Numerous are the Machines before the public, but they are of the two extremes, one class which is too costly for the people who most need Sewing Machines while the other class of cheap Machines, which have been largely sold, have been made almost without exception by unprincipled manufacturers, who have had no regard to the wants of the people, but simply a disposition to palm off anything and call it a Sewing Machine; get people's money and give them worse than nothing in return. It has finally been the good fortune of Messrs. W. A. White & Co. to produce a Machine capable of doing all the different kinds of work of the high-priced ones, and at the low price of \$15. This Machine is made with just as much care as any of the high-priced Machines, and they are willing to place it side by side with any one that is sold for \$50. A good and reliable machine can be made for \$15. Any \$50 Machine in the Dominion of Canada can be sold at a good profit for \$30. Do not be imposed upon by high-priced and worthless low-priced Machines.

PRICES.

Machine, Gold Leaf Finish, Flowers, &c., including Hemmer, Oil Can, Screw Driver, Clamp Gauge, Printed Directions, and half a dozen best assorted silver steel Needles	\$15 00
Table and Treadle, extra finish	8 00
Extra Needles	each 7 cents
Machines inlaid with Mother of Pearl, at extra cost.	

SPECIAL NOTICE.

Any time within five years from the time of purchasing one of the Excelsior Machines, any person wishing to exchange it in part payment for any one of the following Machines, can do so with us, viz.:—Grover & Baker's, Singer's, Wilcox & Gibb's, Wheeler & Wilson's, or Florence. That is, we will sell you any one of the above Machines, new, at the Manufacturer's regular price, and take your Machine in payment of \$15 toward it. We have made arrangements with these different Manufacturers to get their Machines, so we can afford to do this. These exchanges can be made in any part of Canada, by addressing:

W. A. WHITE & CO.,

80 and 92 King Street East, and 44 Church Street, Toronto.
 AND PAYING EXPRESS CHARGES ONE WAY.

Not one person in a thousand ever ask to exchange, for after giving the Excelsior Machine a thorough trial, they are convinced that it is just as good, and worth practically just as much, as any other they would get by exchanging and paying \$20, \$30, or \$40.

P.S.—Since the above engraving was cut we have made a marked improvement in the appearance of our Machine by putting on a polished plate in front of the needle bar.

Unsurpassed for Certainty and Reliability.