

CIRCULAR.

The "Royal" Sewing Machine,

—MANUFACTURED BY THE—

GARDNER SEWING MACHINE CO'Y.

HAMILTON, ONTARIO.

IN order to successfully introduce a New Machine to the public we are aware that it is necessary to show by a plain, simple statement wherein exists its superiority over those already in the market. We do not intend to do this by underrating the merits of any of the numerous Machines now offered for sale; but, by a statement of what we claim, supported by a working sample, leave the matter of decision in the hands of those better fitted to give a disinterested opinion.

The "Gardner" has been so well received by the public, that the question may be asked, "Why make any changes?" The answer to this is simply, the Age is a progressive one, and in no business is this more observable than in Sewing Machines. Those which ten years ago were looked upon, and sold readily as "first-class," would not now be considered worthy of attention. The public mind has been educated up to a standard that requires a better class, higher in grade, and with less complicated machinery. We have, for the last four years, made this matter a study with a view to the construction of a Sewing Machine such as the community at large requires, and have a right to expect from the Manufacturer, and we claim that the "ROYAL" is such.

Taking a general view of the numerous Machines now in the market, we find all have some points of superiority; and the makers claim this, that and the other for their Machines, and strive to show them up to the best advantage; but in how many cases do we find the general working parts sacrificed for the benefit of the one idea most prominent in the mind of the inventor. It may be the Needle, Shuttle, Feed-motion, Take-up, or Tension, all have been invented in different shapes, designs, and with different actions, but with the same object in view, and attaining the same end.

Now we do not claim in the "ROYAL" any new inventions in the principle of Sewing Machines, but we do claim that, by a careful and studious examination of all Machines, we have been enabled so to arrange and improve the working parts of the "GARDNER," as to embody in the "ROYAL" those parts of it, and others, that have been thoroughly tested by years of wear and tear—not in the same shape in every case, but the same in principle—and that in the "ROYAL" we have preserved the tasty design of the original "Gardner," and the general principles of the "eccentric motion," "circular race," "lever feed," &c.; so strengthened the parts, increased the bearings, equalized the friction, and lessened the strain on important parts, and enlarged the Shuttle and Bobbin as to make it in every respect a much superior Machine.