

## C I R C U L A R .

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# The "Royal" Sewing Machine,

—MANUFACTURED BY THE—

## GARDNER SEWING MACHINE CO'Y.

HAMILTON, ONTARIO.

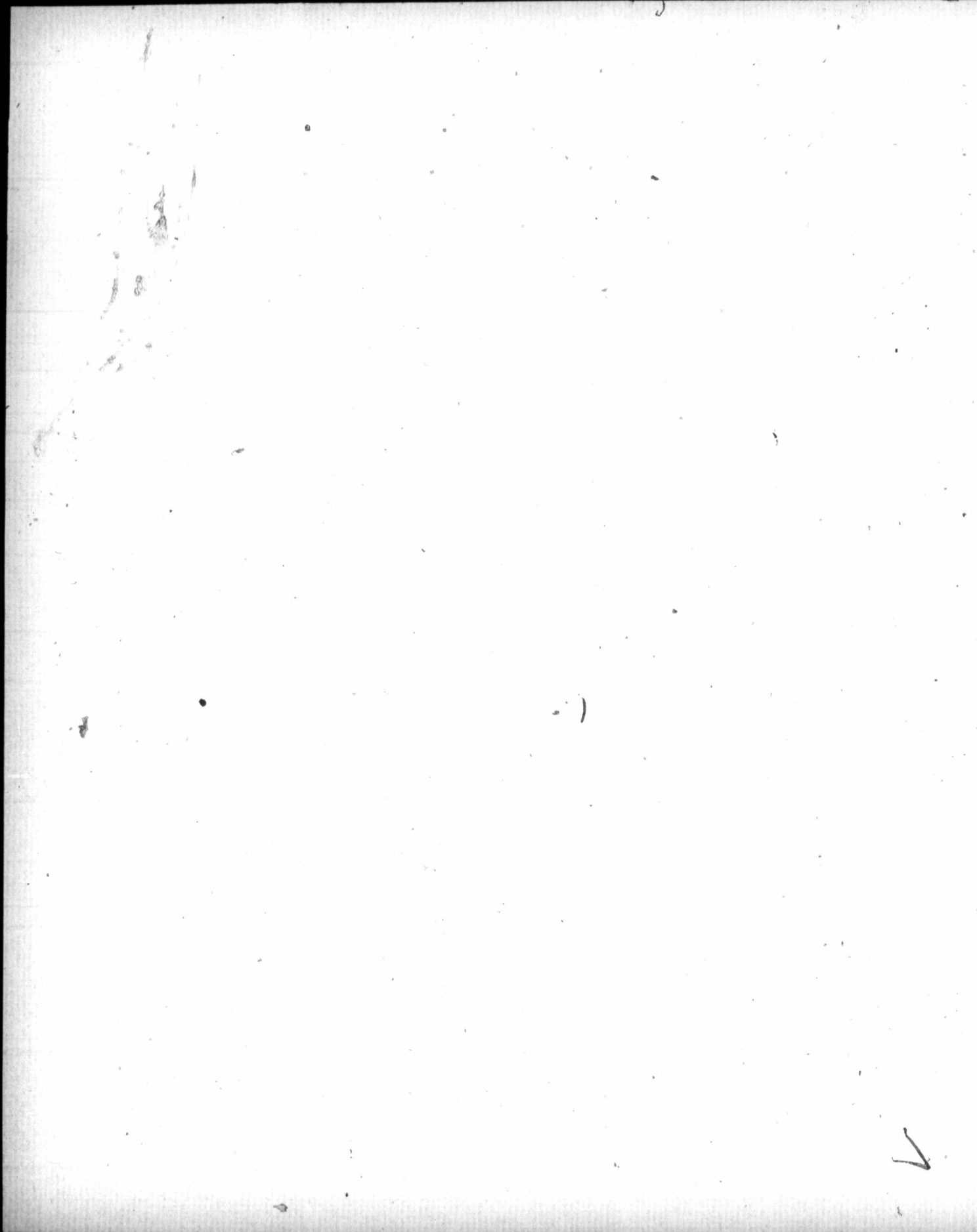
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**I**N order to successfully introduce a New Machine to the public we are aware that it is necessary to show by a plain, simple statement wherein exists its superiority over those already in the market. We do not intend to do this by underrating the 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.



The "ROYAL" is similar in design to the "Gardner," the Arm being higher, giving more room under it enabling the operator to do a large piece of work with much ease. The HEAD is closed in by a solid FACE-PLATE which carries the Presser-post and TAKE-UP. The latter is silent in its motion, and is so constructed as to take up the slack thread when the Needle is descending, and thus giving ample slack during the passage of the Shuttle through the loop. The MAIN SHAFT is a shade heavier. The TABLET larger, and running loose in the Heart motion. The HEART MOTION is made with a solid back, and rivetted to the Needle-bar, doing away with the old fashion of using Screws, which are uncertain, and liable to move. The NEEDLE-BAR is flat, and of steel, the wear, if any, being taken up by set-screws in the side of the Head. This is a very important matter, and those who have used Sewing Machines for any length of time will readily admit the necessity of being able to keep the Needle-bar in good running order, which can only be done by some such provision for taking up the wear. The PRESSER POST SPRING is regulated by means of a small set-screw in the Face-plate. The FOOT LIFTER is in front of the Face-plate; the foot can be raised, by means of a small lever, a sufficient height to admit of the removal of any ordinary work, or raised higher and turned out of the way by the Lifter. The Slides open both ways, and the Shuttle can be taken out either at the front or back of the Machine. This is a great convenience, and often saves the trouble of removing the work when the Shuttle thread is exhausted. The SHUTTLE MOTION is in two parts, and the wearing surface of the cam broad and flat. The cam on the shaft revolves in the prongs of a fork, which is swung in the centre on a stud running through the upright part of the Arm. In the other end is a ball socket connecting it with the basket, which is also balanced in the centre, and carries the Shuttle at the extreme end in a circular-race.

**The Shuttle will contain 50 Yards of Thread.**

The Feed-motion cam and the Shuttle-cam are of one solid piece, and so constructed and fastened to the shaft by a set-screw sunken through it and into the shaft, that when set, the needle, shuttle and feed must keep in time.

The Balance-wheel is large and heavy, having a larger surface for the belt. The Driving-wheel is large and has a heavy rim giving a very easy, light running motion.

**All the Parts are Case-hardened.**

The "ROYAL" is beautifully finished, and set upon a good, solid stand, or on a base with gear to work by hand as may be desired.

Below are given Styles and Prices.

			Cash	Trade
Plain Quarter Case.....	\$18 00	Wholesale.	\$35 00	Retail. 40 00
" " Case and Extension Table.....	19 00	"	37 00	" 40
" Half Case.....	20 00	"	38 00	" 43
" " Case and Extension Table.....	21 00	"	40 00	" 45
Extra finished in Pearl, Case and Extension Table.....	25 00	"	45 00	" 48
Plain Half Cabinet.....	30 00	"	60 00	" 70
" Full Cabinet.....	40 00	"	75 00	" 85

**Each Machine fitted with a Full Set of First Class Attachments.**

all Communications to be addressed to

**GARDNER SEWING MACHINE CO.,**

Hamilton, Ontario.

1875. Gardner Royal.