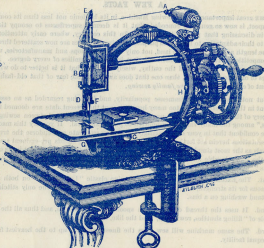


\$15 EXCELSIOR \$15
SEWING MACHINE COMPANY,

The Greatest Triumph in the History of Sewing Machines.



No Household Complete without our Iron Needle Woman.

We give half a dozen extra Needles with each Machine, all other Manufacturers give only four.

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

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; got 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 \$30 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, Footers, &c., including Hammer, 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 (sold 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 & Gibbs's, Wheeler & Wilson's, or Florence. That is, we will sell you any one of the above Machines, now, 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.,

90 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.

Simplicity, Grace and Beauty! Durable! Durable!! Durable!!!

A FEW FACTS.

THE great importance of the Sewing Machine, in its hygienic not less than its commercial aspect, is now so generally conceded, that it is deemed superfluous to occupy time or space in discussing that part of the subject. In this country, where early attention was given to their adaptation to household purposes, sewing machines are now scattered throughout the length and breadth of the land, not only in stores, shops and manufactories, where the competition of trade compels their use, but in private families of every degree. Many persons, even who can ill afford the outlay, wisely consider that it is better to do without articles of ornament or luxury, than one that does away with the fear of that old-fashioned torment of every household—the family sewing.

But notwithstanding its immense popularity, and its being regarded as an essential element in the domestic circle, too many housewives at the present date are doomed to the drudgery of the needle, consequent upon the difficulty "of deciding between sewing machines," among the many varieties submitted to public approval. If you try this machine, we are confident that in your own language you will corroborate and endorse the truthful representations herein set forth, "that the Excelsior Machine stands pre-eminent amongst its rivals as the most simple and compact in its construction, the most efficient in its operation, the most durable and economical in use; hence, by far the most satisfactory in its results."

1st. The Excelsior Machine makes the genuine elastic "Lock Stitch," on both sides, so famous for its strength, beauty, durability, and elasticity; it being the only stitch that will stand washing on a bias.

2nd. It uses the thread directly from spools, as you buy them, and thus all the usual trouble of "filling shuttles, rewinding," and the like, is avoided.

3rd. The same machine will sew from the finest cambrics up to the heaviest fabrics with equal facility.

4th. The stitch made by this machine has been found to stand washing and ironing better than any other stitch, fully equal to hand sewing.

5th. It runs rapidly, and makes but very little noise, but little more than the ticking of a clock.

6th. There is hardly any class of family sewing, except making button holes, but this machine possesses the capacity to accomplish. It has a self-adjustable pressure foot which will pass from the lightest fabrics to the very heaviest without change.

7th. It finishes its own work and fastens its own ends, while almost all other machine sewing has to be fastened with a hand needle.

8th. This machine turns in the natural direction from you, and not backward or toward you like many other machines.



9th. It is the most simple and easily learned, and kept in order, of any machine in use. To use it, you have but two things to learn: to govern the tension, and regulate the length of the stitch.

10th. It has the under or four motion feed, the same as all high-priced machines, and unlike all low-priced machines.

The manifold superiorities and virtues of the Excelsior Machine must and will be appreciated by a discriminating public.

It uses Cotton, Linen and Silk directly from the Spools.

This Machine will do the Sewing of a Family Cheaper than a Seamstress at One Cent Per Hour.

SIMPLE, DURABLE, COMPACT AND CHEAP.

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 adaptiveness 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 piece, 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 Machines 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.

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

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

It Sews the Finest Silks and the Heaviest Cloths with equal ease and accuracy.

READ THE TESTIMONIALS.

The following are only a few of the thousands of flattering Testimonials we have received and are constantly receiving:—

Messrs. W. A. WHITE & Co.

BELLEVILLE, January 17, 1867.

Gents:—Inclosed you will find check on the Bank of Montreal, for which please send me one dozen Machines to this place. Amount of check being five per cent. less, according to your circular. Send the box as freight and mark plainly. There were but eleven old cans with the last dozen I received; please send thirteen this time. I am having very good success, considering the cold weather. Please send without delay, and much obliged,

Respectfully yours,

A. G. ANDREWS.

Messrs. W. A. WHITE & Co.

STRATHERY, C. W., March 10, 1867.

Dear Sirs:—Your circulars came duly to hand. I have examined them carefully and concluded to go into the business. Inclosed find a P. O. Order in full for one half dozen Machines to begin with, and if I am successful, I shall not order less than twelve at a time. Be sure and send all I need to begin with. Send by express, as soon as possible. My home is about eight miles from here, but this is our nearest express office. Awaiting an early reply, I remain,

Yours, truly,

GEO. L. HOWARD.

Messrs. W. A. WHITE & Co.

OTTAWA, March 12, 1867.

Gentlemen:—Inclosed you will find \$15 in a registered letter, for which please send me one of your Machines. My sister, Mrs. Austin, of Montreal, has had two Machines, Wheeler & Wilson's and Grover & Baker's, and was unable to use either one of them. She has now bought one of yours, and says she would not part with it for twice what she gave. Be sure and send me a good one, for I have never seen your Machine. I rely wholly on my sister's judgment in the matter. Send by express.

Respectfully yours,

MRS. A. B. WOOD.

Messrs. W. A. WHITE & Co.

OWEN SOUND, September 3, 1867.

Gentlemen:—I arrived at this place last evening. After one week's canvassing I sold just eighteen Machines. You may send me to this place, via Collingwood, two dozen Machines, for which I have sent the cash to-day by express, less five per cent. By the time the Machines arrive, I shall have the other six sold. I don't think I shall have any difficulty in selling a dozen Machines per week. I have also sent for four dozen extra needles.

Yours, truly,

N. W. TAYLOR.

Messrs. W. A. WHITE & Co.

COLBORNE, Ont., March 12, 1867.

Sirs:—Inclosed I send you a P. O. Order for a sample machine. Please send a good supply of circulars and everything necessary for an Agent to begin with. Please send by express. My aunt has one of your Machines and likes it very much.

Yours, with respect,

JOHN HALL.

P. S.—If I succeed well I shall order a dozen next time.

Messrs. W. A. WHITE & Co.

HAMILTON, Ont., Aug. 12, 1867.

Gentlemen:—Inclosed please find the amount in full for three Machines, being my first order. I have been engaged in selling books and one of your agents very kindly gave me one of your circulars. If I can do as well as this agent I shall not be sorry I gave up the book business. Send by express.

Yours, &c.,

D. L. HOLMES.

Messrs. W. A. WHITE & Co., Toronto.

LONDON, Ont., Sept. 8, 1867.

Gentlemen:—Please send me one dozen needles, for which I enclose the required amount. I have one of the first Machines you made, and it is now as good as the day I bought it. It has been in constant use in my family, on all kinds of clothes, and has never failed to do its work. I would rather have it for my use than any machine I know of. You are welcome to publish this letter if you choose. Yours, with respect,

MRS. CHAS. ANDREWS.

CAUTION—We feel it our duty to caution the public against imposition from parties who have tried to palm off worthless Machines on the popularity of ours. In getting up our Machine we have aimed at originality. We do not infringe the patents of any other manufacturers, and we ask our agents to assist us in bringing to justice all those unprincipled parties who deliberately trespass upon our rights. No machine genuine without our name stamped upon the faceplate.

Agents Wanted Everywhere, to whom we offer unparalleled inducements.

Where we have no agents, we will send Machines, express free, upon receipt of \$15, securely packed, containing full directions for use. Address all communications to

W. A. WHITE & Co., Manufacturers.

90 & 92 King Street East,

and 44 Church Street, Toronto.

For Elegance of Finish, it is not surpassed by any high-priced Machine.

Can you afford to sew by hand when you can get a wonder-working Machine for the Small Sum of \$15?

It has received the unqualified approval of hundreds of families who have rejected all other Machines.