

Singer Talks

1. The Difference in Sewing Machines

It is a mistaken idea that sewing machines are pretty much alike, when as a matter of fact there is a vast difference.

There is but one machine that sews better than any other—and that one is the Singer.

This is because the Singer idea is **distinctive**—every year shows improvement in that idea.

This is because the Singer factories are not only equipped with tools and machinery better calculated to make good sewing machines than any other, but this equipment is unique and not to be found elsewhere.

This is because a half century has been devoted to training and specializing men, each to do **one thing best** in sewing machine construction. The Singer's superiority—its lifetime-lasting value—does not appear on the surface.

One machine does sew better than any other—and that one is the Singer.

2. Things You Don't See in a Sewing Machine

Don't judge any sewing machine just by the way it looks.

Enamel paint and shiny varnish are good things, but they don't make a machine run well or last long. Experience and judgment and **intent** combined with manufacturing facilities, are the things you should consider before buying.

These points, combined with a rigid system of inspection and tests, give a **lasting** value to every Singer Sewing Machine.

You can't see them, but you **learn** them in the easy, effective working of every part—and their value becomes more plain to you after years of service. Every Singer is **perfect** when it leaves the factory—your daughter will say it's still perfect when you have no more use for it.

3. Extravagance of Cheapness in a Sewing Machine

Every woman knows the foolish extravagance of buying anything for her house just because it is "cheap."

Every woman also knows that what seems "dear" at first is often "cheapest in the end."

Yet the woman who will urge her husband to buy a thoroughly good overcoat because he gets several seasons' wear out of it, often buys some unknown sewing machine for herself because of its "bargain" price.

Now the Singer Sewing Machine costs very little more than thrown-together, catch-penny machines. Yet **one** Singer will out-last several of the ordinary kind.

The Singer has earned the reputation of running as smoothly at the end of its twentieth or thirtieth year as the day it was bought. Considering this, the Singer is in the end the cheapest machine to own.

4. Evidence of Positive Supremacy

There are forty-six manufacturers of sewing machines in America. How many can you name? How many did you ever hear of?

One name comes to the mind of every woman immediately—the Singer—and there's a very good reason.

The Singer makes and sells as many machines in a year as all the other forty-five manufacturers combined.

The Singer Sewing Machine is known as the **best** sewing machine in every country on the globe. There is a Singer store in every city of the world. Why?

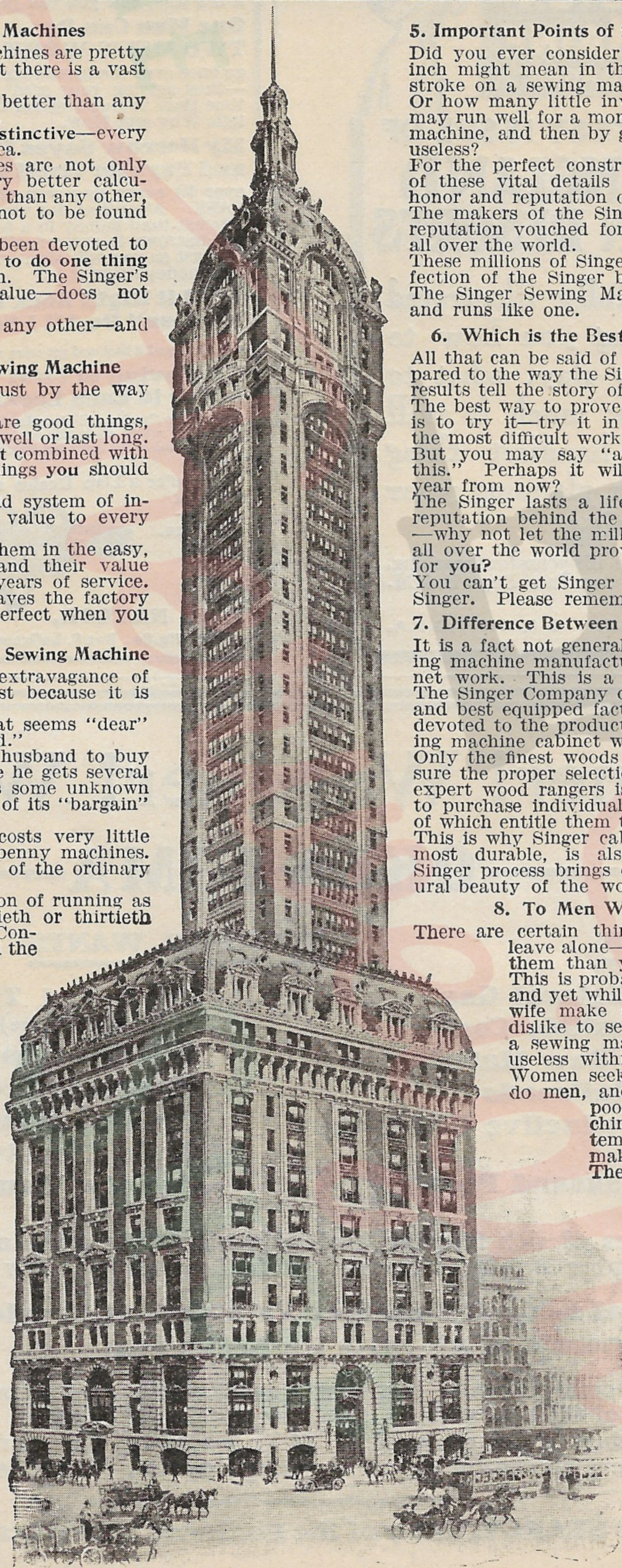
Because when you buy a Singer you do not buy simply so much wood and steel—you buy the latest result of the longest and best experience.

Sold only by

Singer Sewing Machine Company

If a Singer Store or a Singer Salesman is not available, address us at Room 1131, Singer Building, New York City.

Height from Curb to Top of Lantern, 612 Feet



THE SINGER BUILDING
Highest Building in the World
No. 149 Broadway, cor. Liberty St., New York City

Forty-Nine Stories
Erected, 1906-1908

5. Important Points of Sewing Machine Construction

Did you ever consider what the thousandth of an inch might mean in the adjustment of the needle-stroke on a sewing machine?

Or how many little invisible parts there are which may run well for a month or so in a carelessly-made machine, and then by going wrong render it utterly useless?

For the perfect construction and thorough testing of these vital details you must depend upon the honor and reputation of the maker.

The makers of the Singer Sewing Machine enjoy a reputation vouched for by millions of Singer users all over the world.

These millions of Singer users have proved the perfection of the Singer by years of steady sewing. The Singer Sewing Machine is built like a watch and runs like one.

6. Which is the Best Sewing Machine for You?

All that can be said of the Singer is as nothing compared to the way the Singer speaks for itself. Singer results tell the story of Singer success.

The best way to prove the superiority of the Singer is to try it—in your own home—test it by the most difficult work you know.

But you may say "a cheap machine will do all this." Perhaps it will to-day—but how about a year from now?

The Singer lasts a lifetime. The half a century's reputation behind the Singer proves its supremacy—why not let the millions of Singers in the homes all over the world prove which is the best machine for you?

You can't get Singer results with anything but a Singer. Please remember this.

7. Difference Between Poor and Good Cabinet Work

It is a fact not generally known that very few sewing machine manufacturers produce their own cabinet work. This is a distinct industry in itself.

The Singer Company owns and operates the largest and best equipped factory in the world, exclusively devoted to the production of the highest grade sewing machine cabinet work.

Only the finest woods procurable are used. To insure the proper selection of these woods, a corps of expert wood rangers is employed, whose duty it is to purchase individual trees, the grain and growth of which entitle them to use in Singer cabinet work.

This is why Singer cabinet work, besides being the most durable, is also the most beautiful,—the Singer process brings out all the richness and natural beauty of the wood.

8. To Men With Wives Who Sew

There are certain things that men would better leave alone—the wives know more about them than you do.

This is probably true of sewing machines, and yet while you may cheerfully let your wife make a small mistake, you would dislike to see her spend many dollars for a sewing machine that might be next to useless within a year.

Women seek "bargains" even more than do men, and the makers and sellers of poorly constructed sewing machines use a "cheap" price to tempt trade because they dare not make a true statement of quality.

Therefore, urge your wife at least to learn about the Singer before she spends her money for a machine which appears to be a bargain because offered at a lower price. Singer reputation is backed by fifty years' experience; Singer sales exceed the sales of all others combined.

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