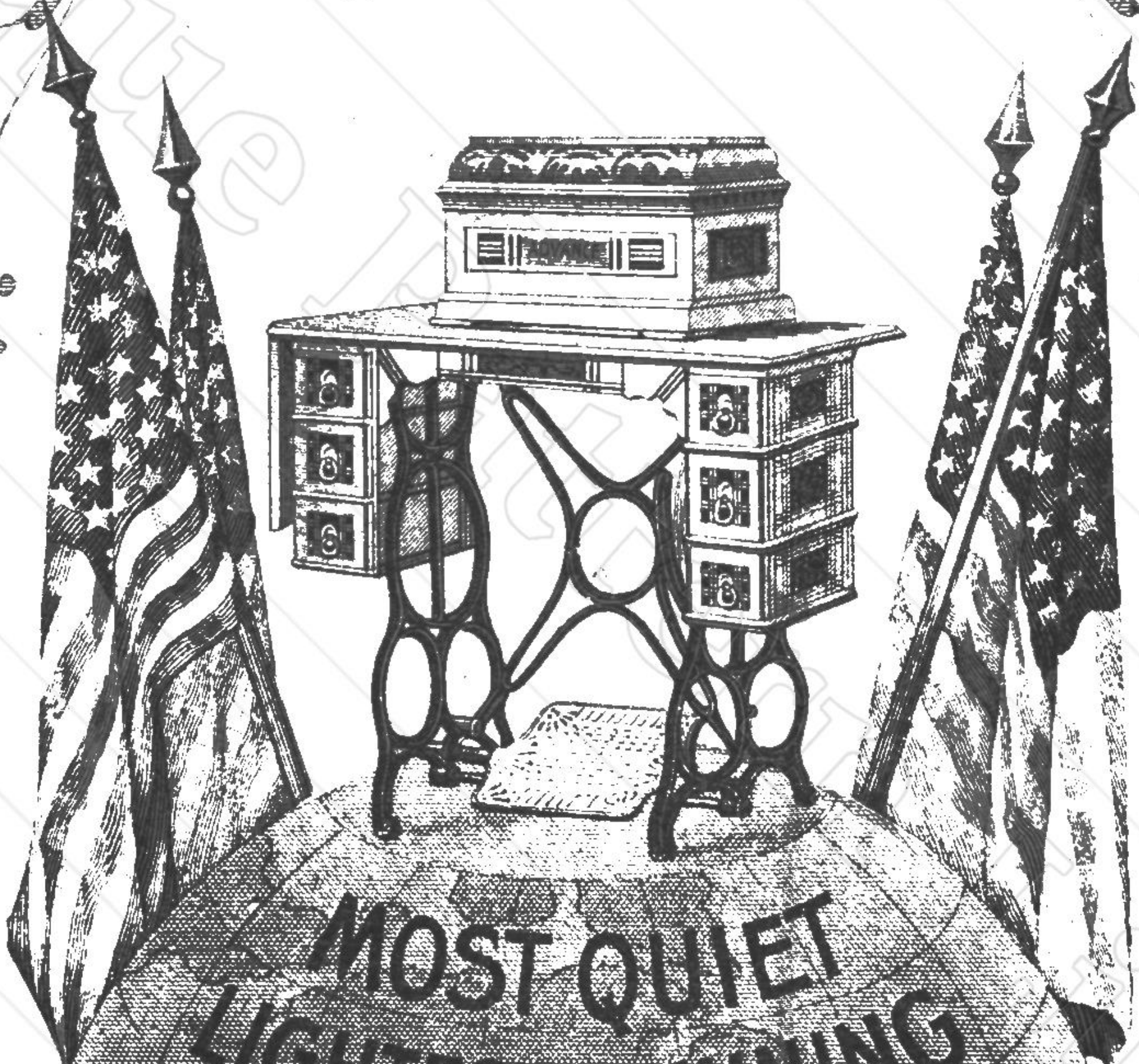


THE ADVANCE



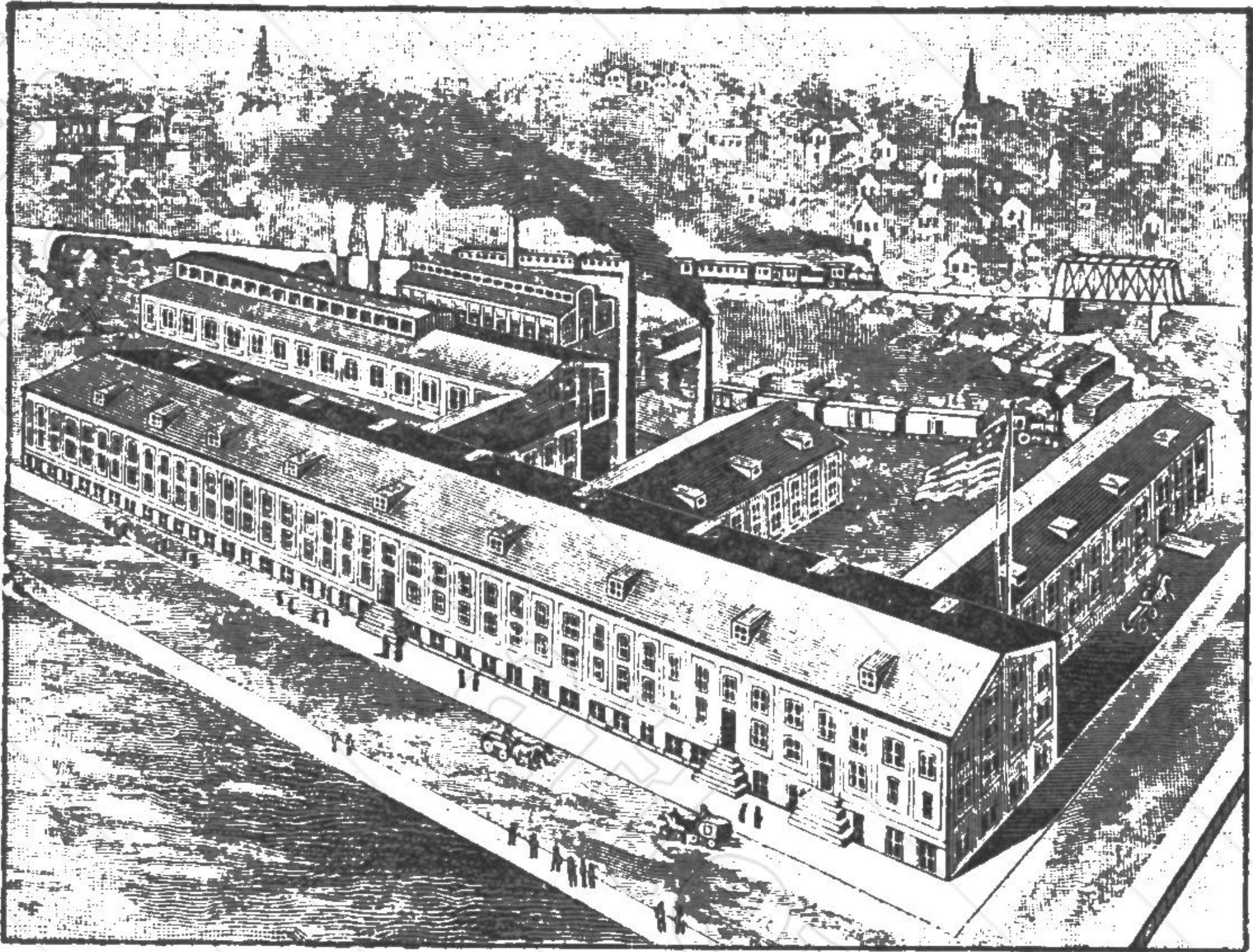
MOST QUIET
LIGHTEST RUNNING
MACHINE

ON EARTH

DAVIS
SEWING MACHINE CO.
DAYTON O. CHICAGO ILL.
LONDON PARIS
MILAN MEXICO



CAPACITY, 400 MACHINES PER DAY.



NEW SHOPS OF THE DAVIS SEWING MACHINE CO. AT DAYTON, OHIO.

THE DAVIS SEWING MACHINE Co. was organized and made its first machine at Watertown, N. Y., in 1868, since which time it has twice enlarged its factory at that place. The largely increased business of the past few years has exceeded the company's ability to supply the demand from the old works, making it necessary to abandon them and build anew on a much larger scale.

The new factory is located at Dayton, Ohio, and is the most complete as well as the largest Sewing Machine plant, except one, in the United States, its capacity being Four Hundred machines per day. It has over four acres of floor space, requiring a walk of more than a mile to go through the building. Is not this proof of success? Also proving conclusively that this success is founded on the superior merits of the Davis Vertical Feed Sewing Machine?

Correspondence with interested parties solicited.

PRINCIPAL BRANCHES:

CHICAGO, ILL., U. S. A.	LONDON, ENGLAND.
PHILADELPHIA, PA. "	MILAN, ITALY.
BOSTON, MASS, "	BRUSSELS, BELGIUM.
BALTIMORE, MD. "	MELBOURN, AUSTRALIA.
ST. LOUIS, Mo. "	SYDNEY, AUSTRALIA.
KANSAS CITY, Mo. "	PARIS, FRANCE.
CLEVELAND, OHIO, "	CITY OF MEXICO.

THE DAVIS VERTICAL FEED SEWING MACHINE.

THE FEED is a vital point in any Sewing Machine, as upon its accuracy of movement depends the regularity, strength, evenness and perfection of stitching. The "under feed," commonly in use in other Sewing Machines, and known as the **FOUR MOTION FEED**, is furnished with "teeth," which raise high enough above the bed of the machine to take hold of and carry forward the work. A presser foot holds the goods firmly to the surface of the feed. It is obvious then, that as the feed moves it must carry the under ply faster than the upper, for the simple reason that the presser foot retards or holds back the upper ply when the feed takes place, and a **STRONG AND ELASTIC SEAM CANNOT BE MADE**, because the lower piece, being in a measure "gathered," yields more readily than the upper to any strain upon the garment. The threads will be broken and **THE SEAM WILL RIP.**

THE VERTICAL FEED, the patent for which is the exclusive property of this company, is **ABOVE THE BED OF THE MACHINE.** The goods rest upon a **PERFECTLY SMOOTH SURFACE**, being held firmly by the presser foot **UNTIL THE FEED BAR HAS "STEPPED" FORWARD.** At this time the needle penetrates the fabric, the pressure is automatically transmitted to the feed bar (which comes down on the goods close behind the needle) and **THE PRESSER BAR IS RAISED.** When the needle has reached its lowest point, the full pressure has been transmitted to the feed bar, and it and the needle bar are moved together the desired length of stitch, both moving in unison at their highest and lowest points.

From the above description it will be seen that:—

FIRST.—The presser foot is ALWAYS RAISED FROM THE FABRIC WHEN THE FEED TAKES PLACE, and presents no resistance to seams or ridges.

SECOND.—The needle being in the fabric, moving with the VERTICAL FEED BAR, with its full pressure on the goods behind the needle, makes the FEED sure and strong, the stitches uniform in length, and renders it IMPOSSIBLE TO FULL ONE PIECE WHILE THE OTHER IS STRETCHED. For the same reason the machine is capable of sewing elastic goods, making a smooth and flexible seam, with stitch alike on both sides; also of sewing any number of thicknesses without basting, operating with equal facility on the heaviest as well as the lightest fabrics.

In addition to the superiority of the feed, which is peculiar to this machine, we urge the following additional points which it possesses, and which are essential to any Sewing Machine:

FIRST.—SIMPLICITY.—It has no under works to be looked after or get out of order; it is composed of a less number of working parts than any other shuttle machine, and its use is more easily and quickly learned.

SECOND.—DURABILITY.—Its working parts are made of the best material, are compact, strong and durable, insuring the longest wear with the least expense for repairs. Simple appliances are provided by which all "lost motion" from wear by long use can be taken up.

THIRD.—EFFICIENCY.—It will do a greater variety and range of work than any other machine.

We place the "NEW HIGH ARM DAVIS" in the market with entire confidence that it possesses more completely than any other machine ever offered to the public, all that can be desired in a family Sewing Machine.

For further information address,

The Davis Sewing Machine Co.

AT DAYTON, OHIO, U. S. A.

CHICAGO, ILL., LONDON, PARIS,

Or any of its Principal Branches.

SEE WHAT THE DAVIS VERTICAL FEED WILL DO WITHOUT BASTING.

IT WILL sew over uneven surfaces as well as plain.

It will sew over-seams in any garment, without making long or short stitches, breaking of thread, or puckering the lining of the goods at the seam, requiring no assistance from the operator except to run the machine and guide the work. This cannot be done with any other machine.

It will sew a curved piece on a straight one, or two curved edges together.

It will make wide and narrow hems, and hem all kinds of goods, such as soft merino, or goods difficult to hem on other machines.

It will turn a hem and stitch on trimming at one operation.

It will turn a hem and sew in a fold at one operation.

It will turn a hem, sew braid on the right side, and stitch on trimming at one operation.

It will do felling, bias or straight, on any cotton or woolen goods.

It will fell across seams on any goods.

It will bind dress goods with the same or other material, either scallops, points, squares or straight.

It is the only machine that will bind hats, cloaks or other articles, with bias satin or silk, from one-half to three inches in width, without basting.

It is the only machine that will make and bind cardigan jackets, or any knit goods, without basting.

It will put on dress braid and sew in facing at one operation, with or without showing the stitches.

It will make French folds.

Make French folds and sew them on at the same time.

Fold bias trimming and sew it on at one operation,

Makes milliners' folds with different colors and pieces of goods at one operation.

Makes milliners' folds with different colors and pieces of goods at one operation and sew them on at the same time.

It will turn the edge of a bias band, sew on either one or two pipings, and stitch them on the dress at the same time.

It will sew a bias band on a dress, and run in either one or two pipings, without showing the stitches.

It will cover a cord and sew it in between edges at one operation.

It will cover the cord for seams of waists, cushions, or furniture covers, and sew the seams at the same time.

It will sew in a sleeve, covering a cord and stitching it into the seam at the same time.

It will sew cord on the edge of military coats, jackets, etc.

It will gather without sewing on. It will gather and sew on at the same time.

It will gather between two pieces and sew on at the same time.

It will gather between two bands, showing the stitches on the right side at one operation.

It will make and sew a ruffle on any part of a dress skirt, and sew on a bias fold for heading, at one operation, showing the stitches on the right side.

It will gather and sew on a band, with piping between ruffle and band at one operation.

It will sew a band and ruffle on a dress skirt, stitching in piping at the head of the band, at one operation.

**Will make plaited trimming either straight or scalloped
Make plaited trimming and sew on at the same time.**

Make plaited trimming, either scalloped or straight, and sew on a band, edge-stitching the band, at one operation.

It will make plaited trimming, either scalloped or straight, and sew a piping on at the same time.

It will make a KNIFE PLAINTING.

It will shirr any kind of goods.

It will, with one operation for each variety, without basting, execute twenty practical varieties of ruffling, being twelve more than can be produced on any other machine with the same number of operations.

Make a more elastic stitch than any other machine.

It is the only machine that will sew velvet or plush without drawing or puckering.

It does not change length of stitch on scroll work.

It sews from lace to leather without changing stitch or tension.

For tucking, cording, braiding, quilting, embroidering, shoe-fitting, dress-making, tailoring, family use or general manufacturing,

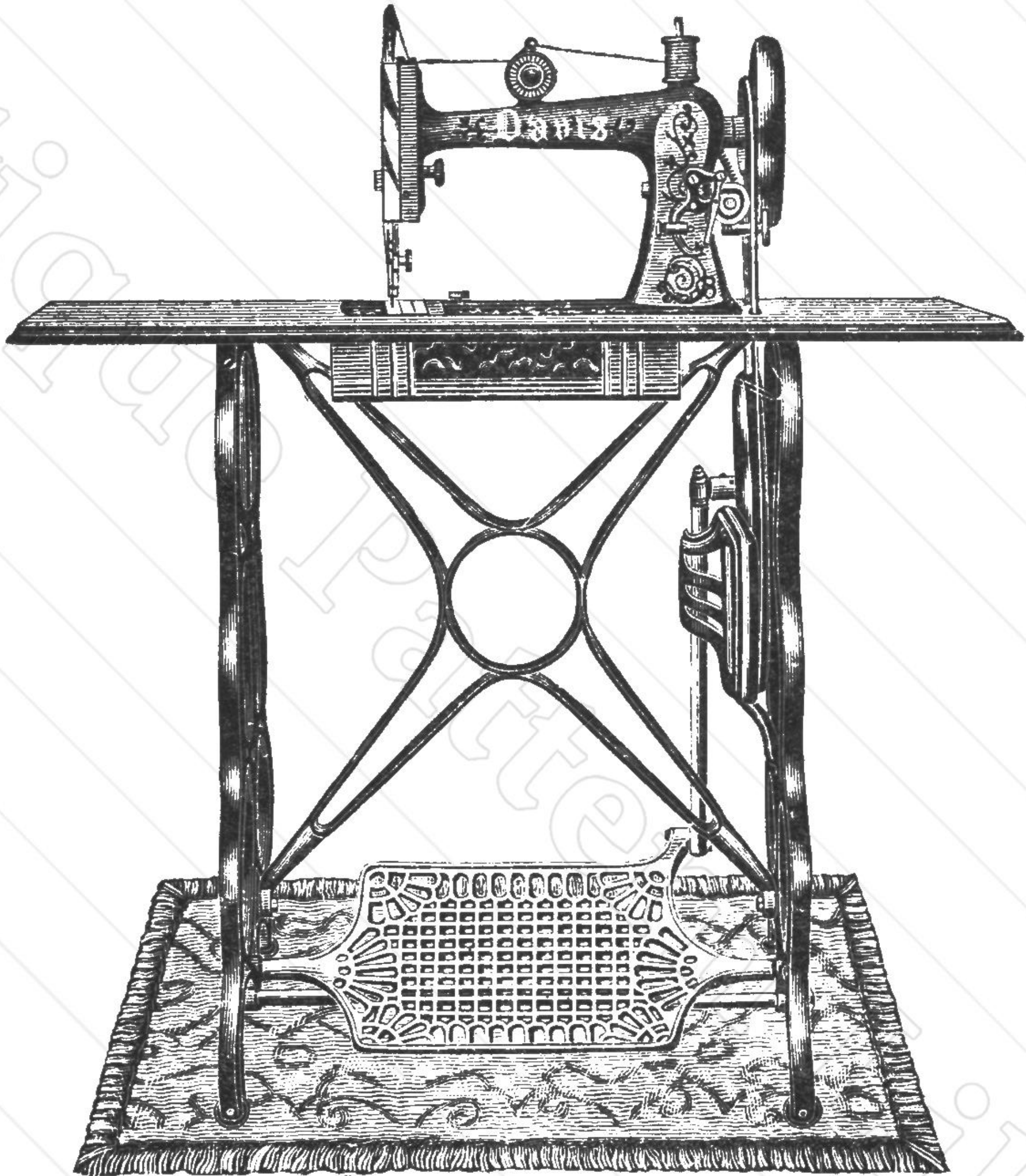
IT HAS NO EQUAL.

IF you want a Machine that will last a lifetime will do all kinds of work without basting, and will sew from Lace to Leather, without change of stitch or tension, one that will not break thread, skip stitches nor have fits, that will do a larger range and greater variety of practical work than all other machines combined; one that runs easy and quiet, has the finest wood-work and excels all others, then buy the Davis Vertical Feed Sewing Machine. It is the only one that has all the above points combined. Give us a chance, and we will prove all these assertions.

THE following accessories and attachments are furnished with each machine: Five Hemmers, Braider, Quilter, Gauge and Self-Sewer, Braider Screw, Gauge Screw, Oil Can (filled), two Screw Drivers, six Bobbins, twelve Needles, Thread Cutter, Ruffler, Tucker and binder, and a very complete and fully illustrated Book of Directions, by which the use of the machine, in all varieties of work, can readily be understood and learned without the aid of an instructor.

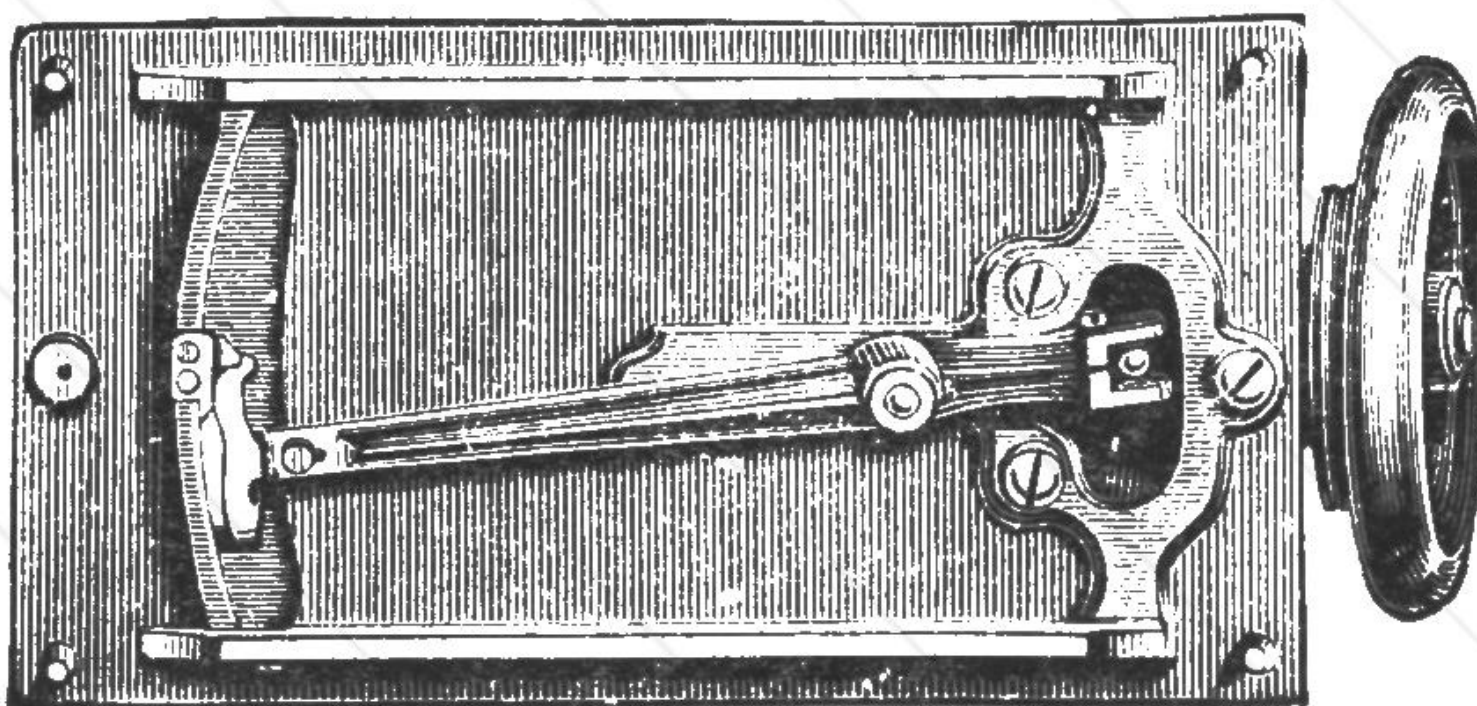
SPECIAL ATTACHMENTS.

FOR Manufacturers, Tailors, Dressmakers, etc., we have on hand, and make to order, a great variety of attachments adapted to the many special styles of work now required. These attachments entirely obviate the necessity of basting, thus greatly reducing the labor and expense of manufacturing, and also producing more perfect work.

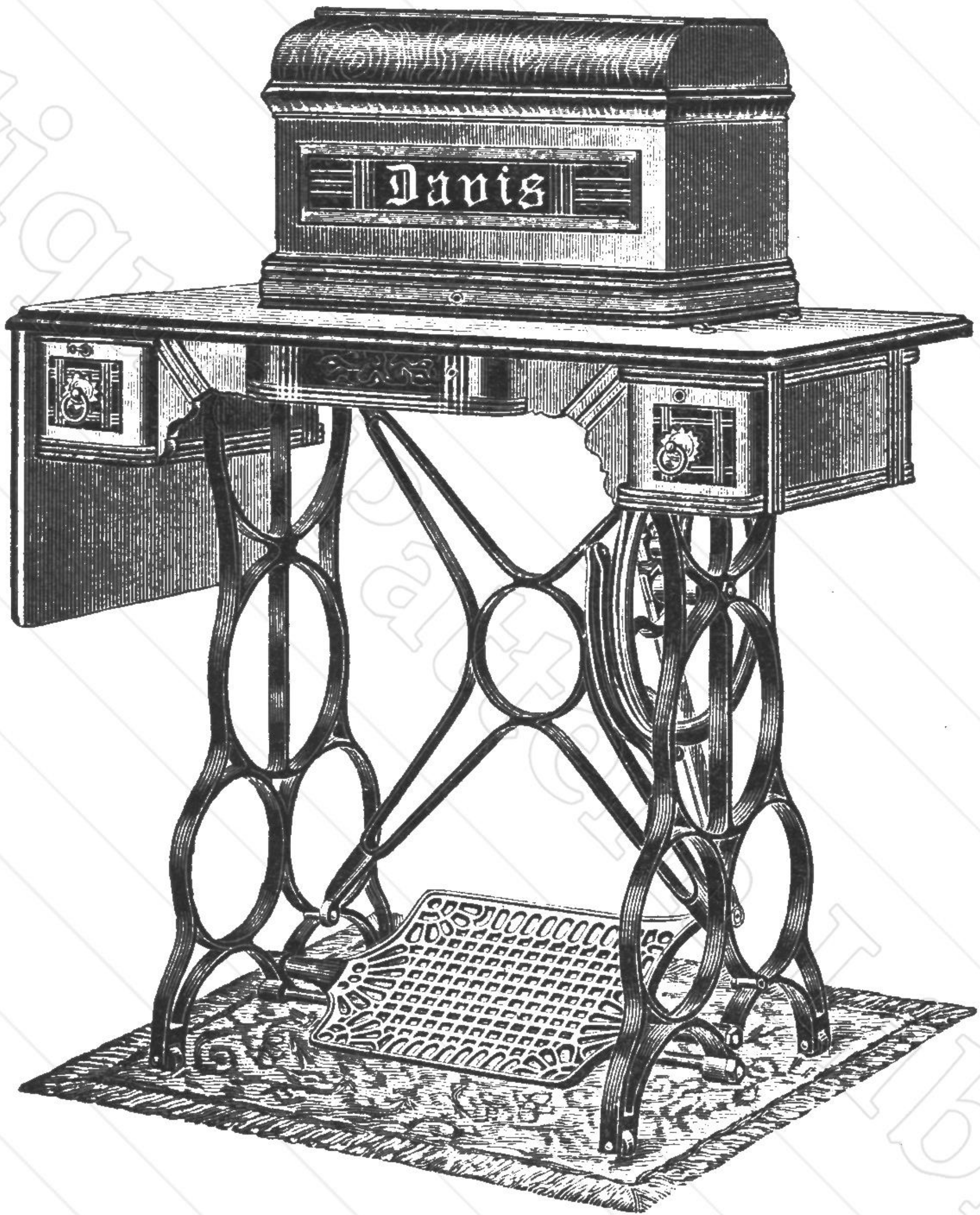


No. 1.—Walnut Only, Price, \$45.

- No. 2—Same as No. 1, with Cover, - - Price, \$48
No. 3—Same as No. 2, with Drop Leaf, - Price, \$50



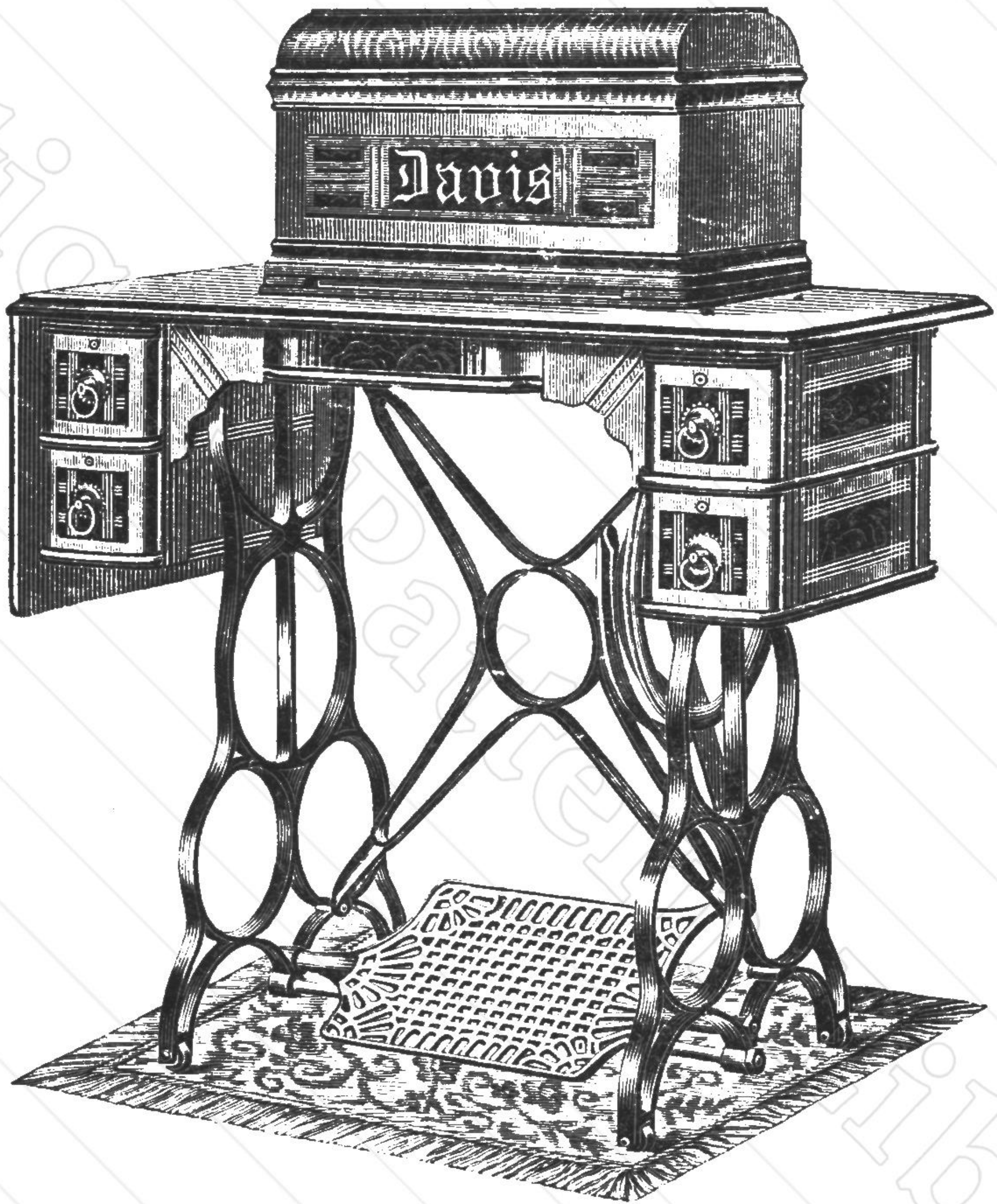
Underview of the Davis Vertical Feed Sewing Machine.



No. 4—Walnut or Oak, Price, \$55.

THE DAVIS is the only practical machine for hemming bias alpacas, poplins, muslins and other similar goods, without basting, and it is the only machine in the world that will turn a wide hem across the end of a sheet, without fulling the under or upper side of the hem.

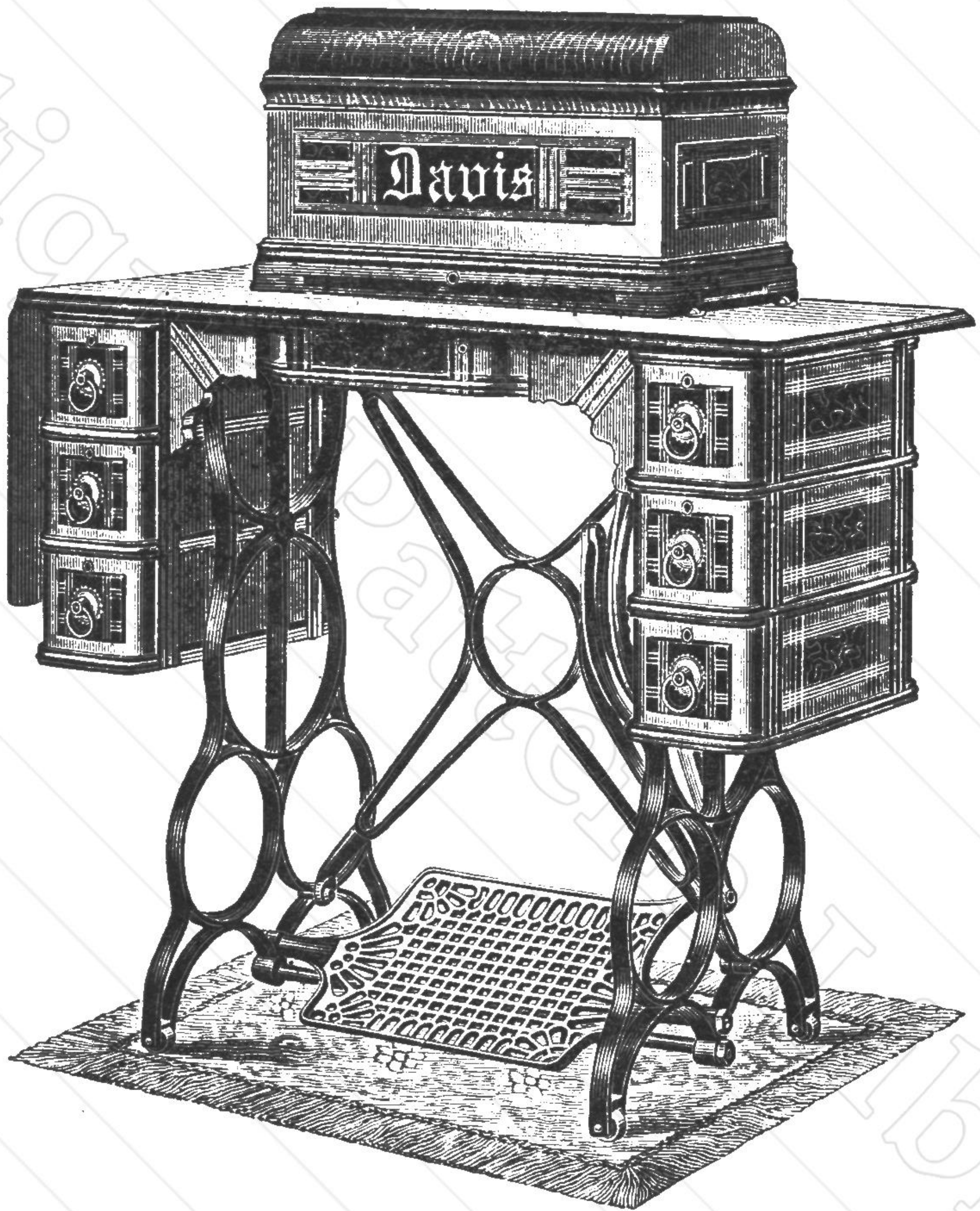
It will make wide and narrow hems, and hem all kinds of goods, such as soft merino, or goods difficult to hem on other machines.



No. 5—Walnut, Oak or Sycamore, Price, \$60.

No. 5—Ash, Mahogany or Inlaid, - - - \$65

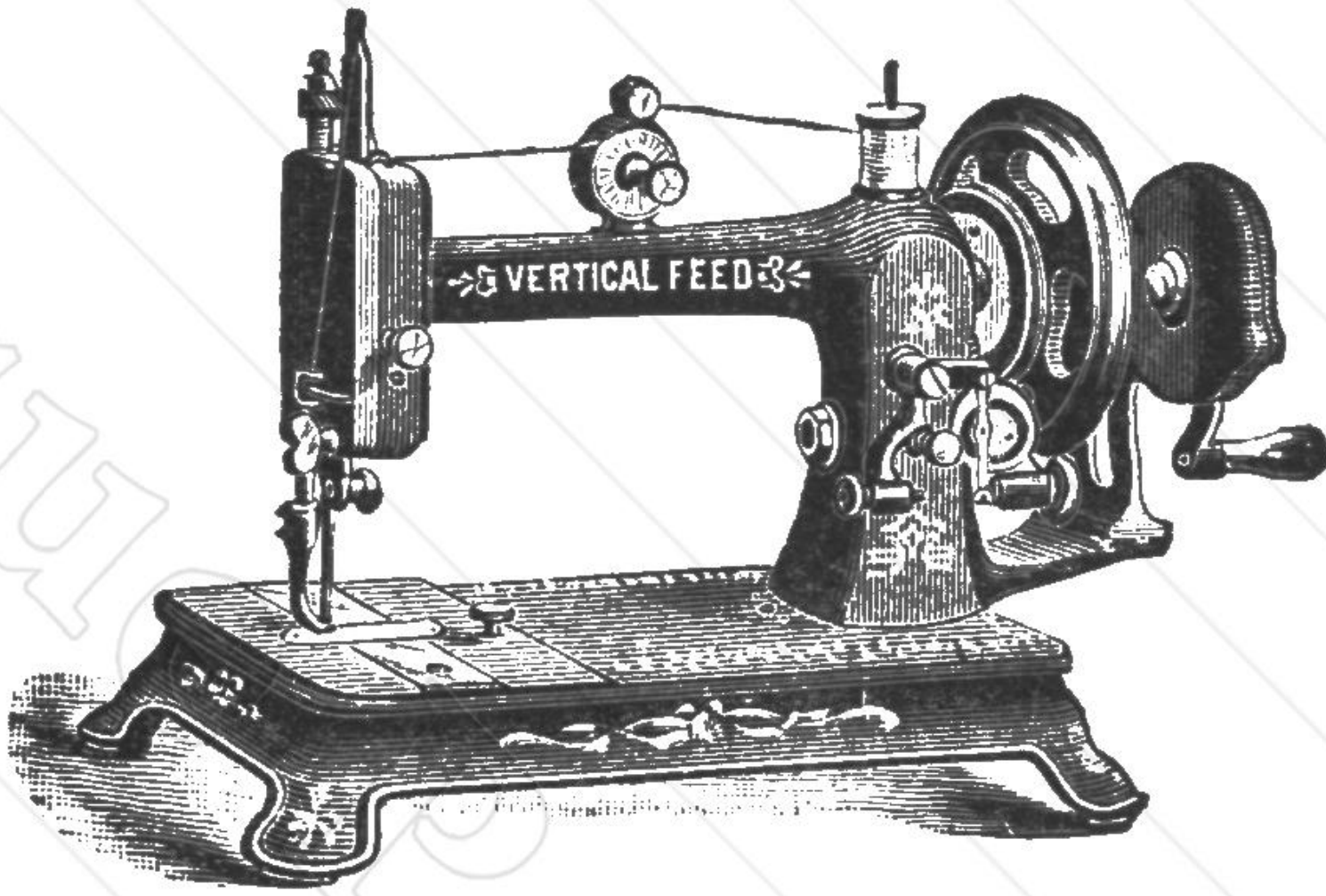
IT WILL sew over uneven surfaces as well as plain.
It will sew over seams in any garment, without making long or short stitches, breaking of thread, or puckering the lining of the goods at the seam; requiring no assistance from the operator except to run the machine and guide the work. This cannot be done with any other machine.



No. 7—Walnut or Oak, Price, \$65.

No. 7—Ash, Mahogany or Inlaid. - - - \$70

THE Wood-work is the very latest and most ornamental in design, and the general finish is not equaled by any.

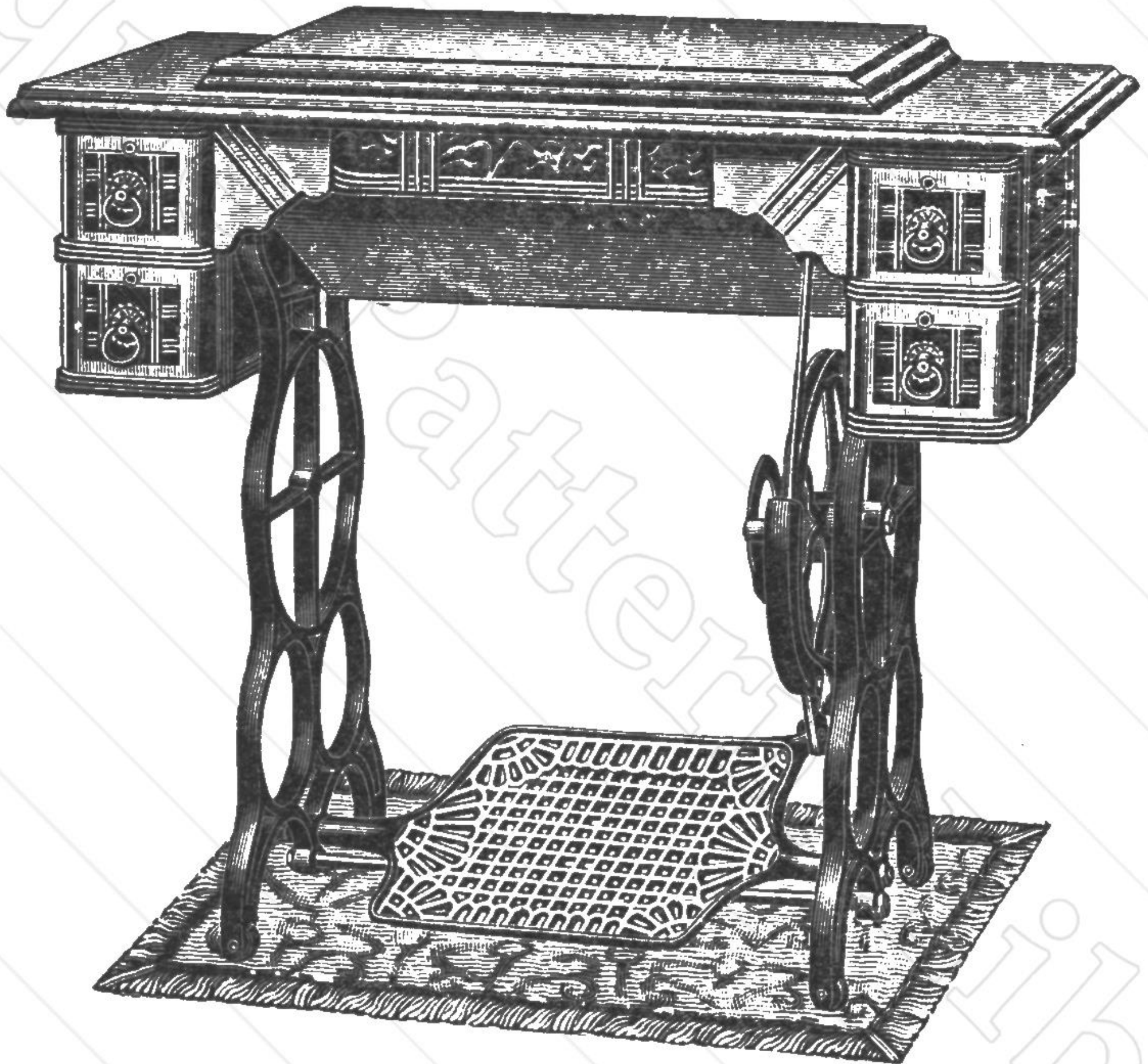


HAND MACHINE ON IRON BASE.



HAND MACHINE WITH COVER.

Price on Iron or Walnut Base,	-	\$22
Price on Walnut Base, with Cover,	-	\$25

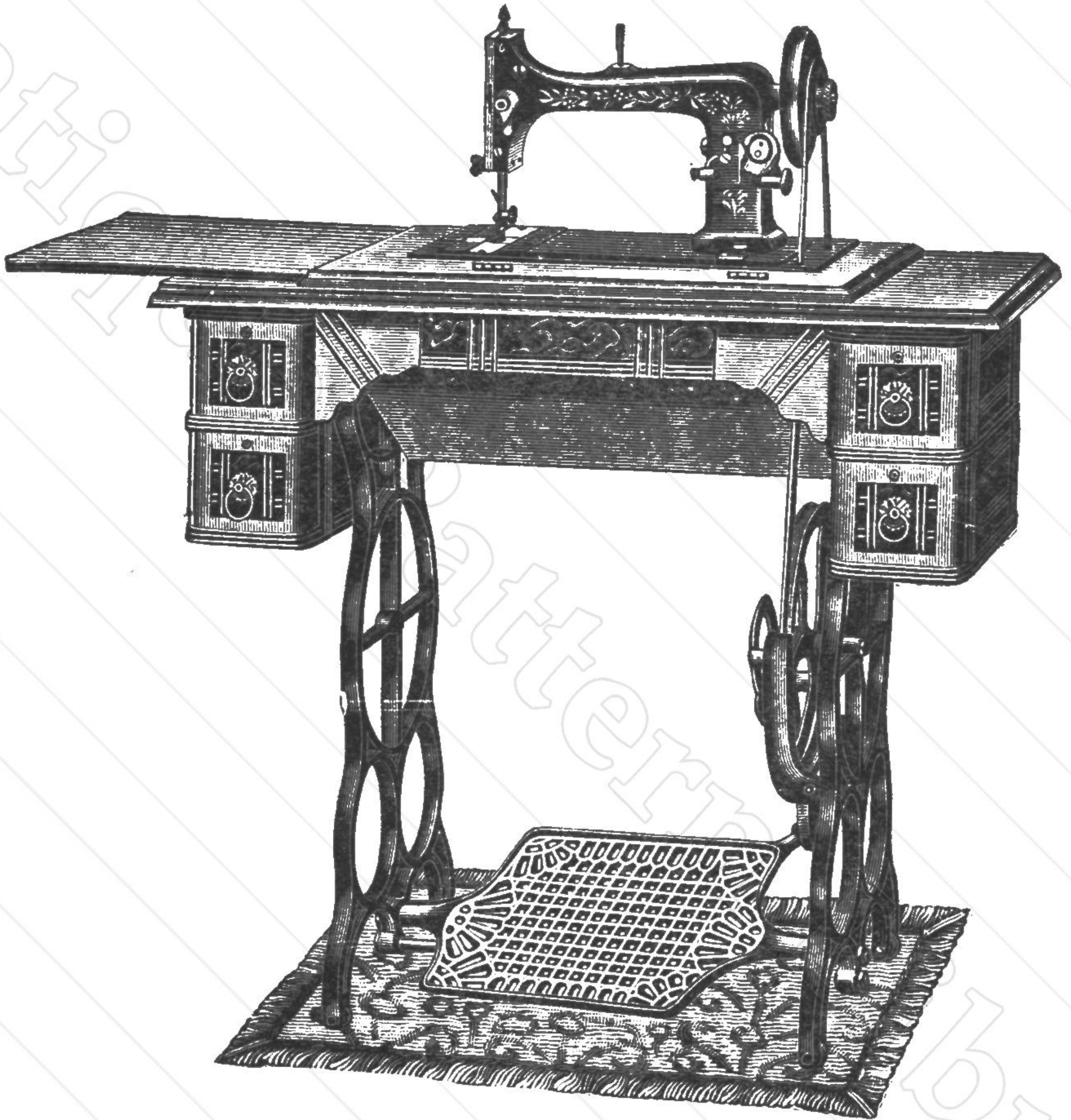


NO. 5 DROP STAND.

CLOSED.

Walnut or Oak, - - \$65.

OUR new and popular style. When the case is closed the machine is perfectly protected from dust, and makes a convenient and ornamental stand.

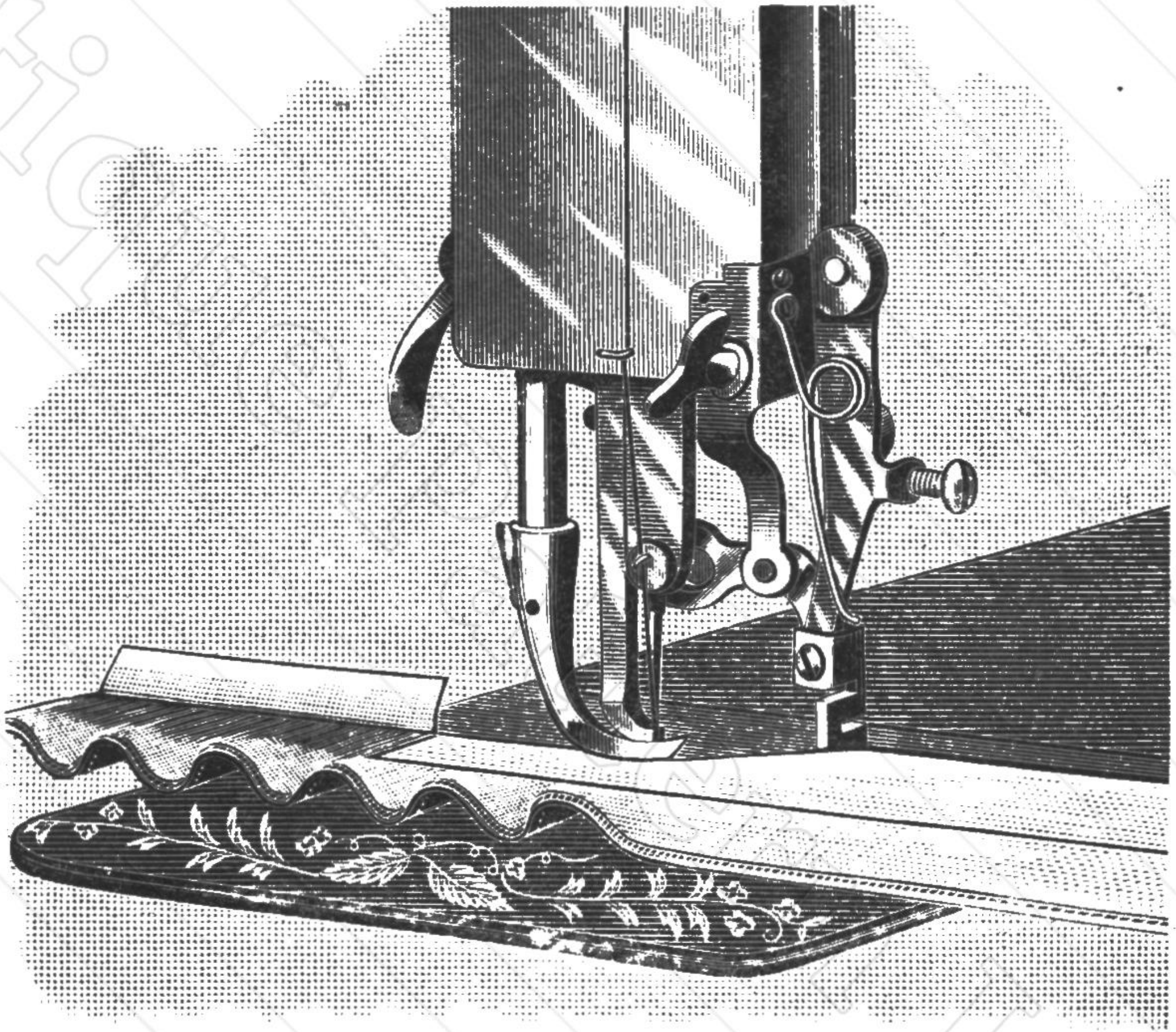


NO. 5 DROP STAND.

OPEN.

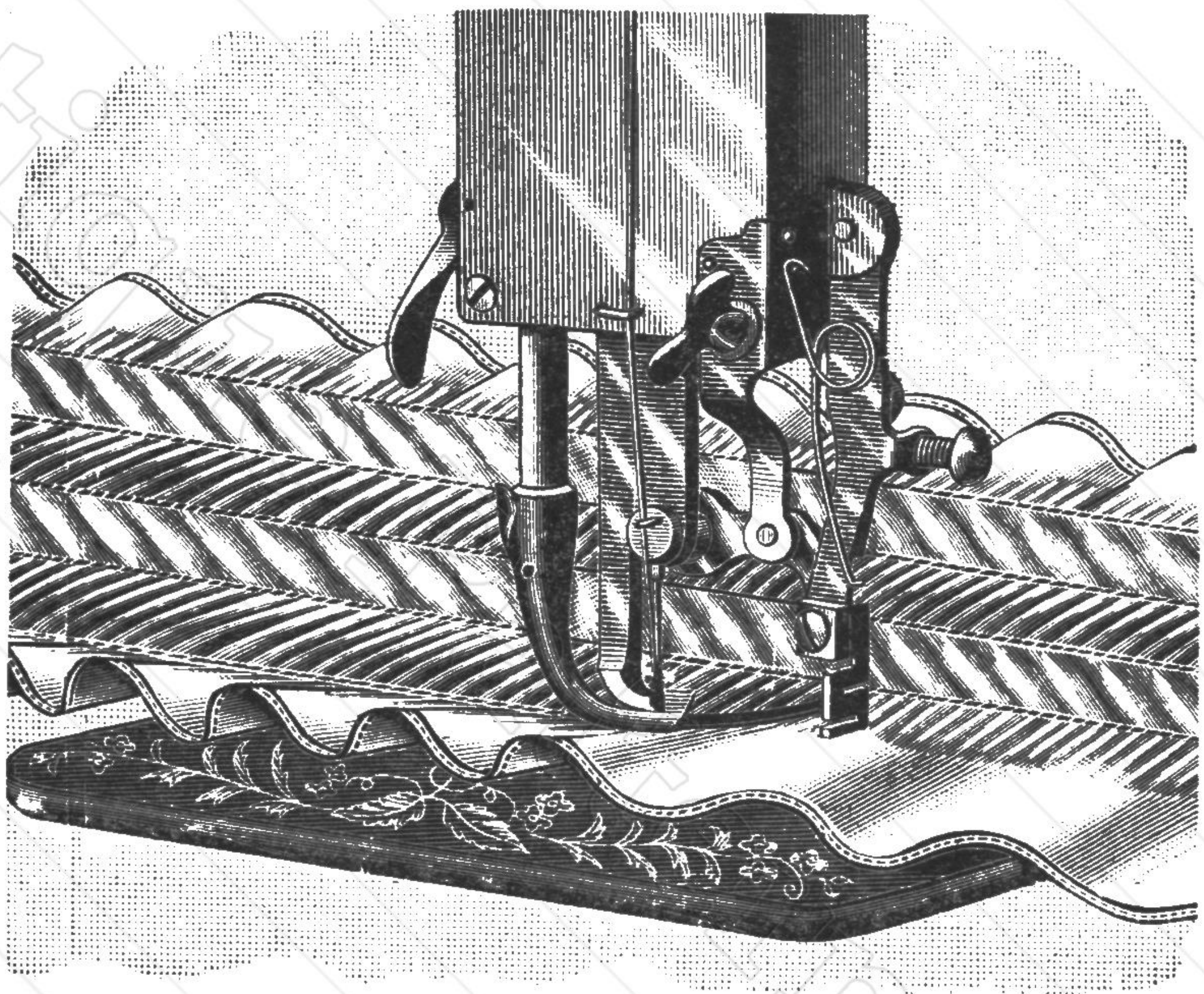
Walnut or Oak, - - \$65.

THE head is raised or lowered without effort, by action of the spring under the cover.



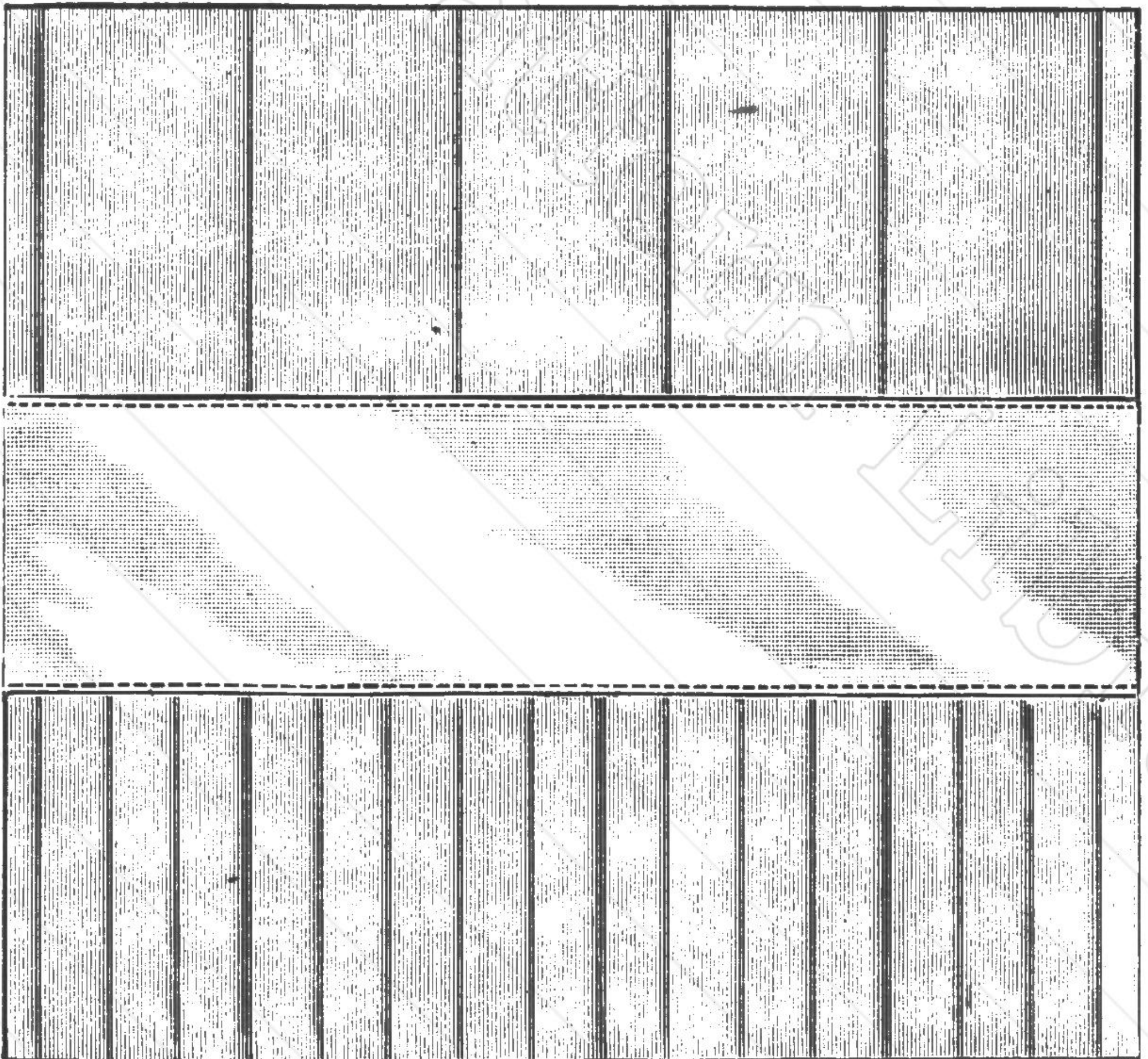
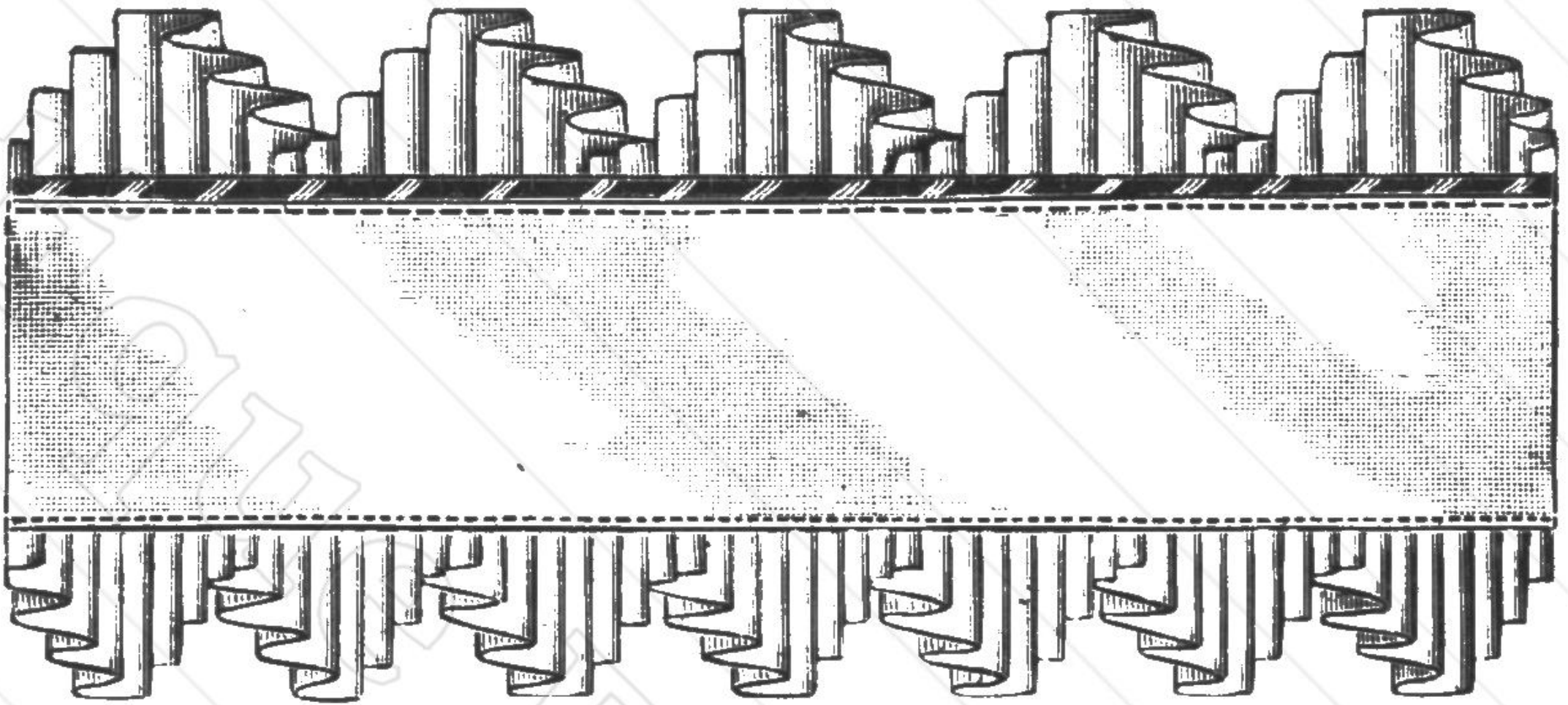
GATHERING THE EDGE AND SEWING ON A BAND.

THE "Davis" Ruffler is the most perfect and complete attachment of its kind ever applied to a Sewing Machine. With it fifty-seven varieties of practical ruffling can be produced, including knife plaiting, $\frac{1}{8}$ to 1 inch wide, with any space between. It can only be done on the "Davis" and "Advance" Machines. (See page 16.)

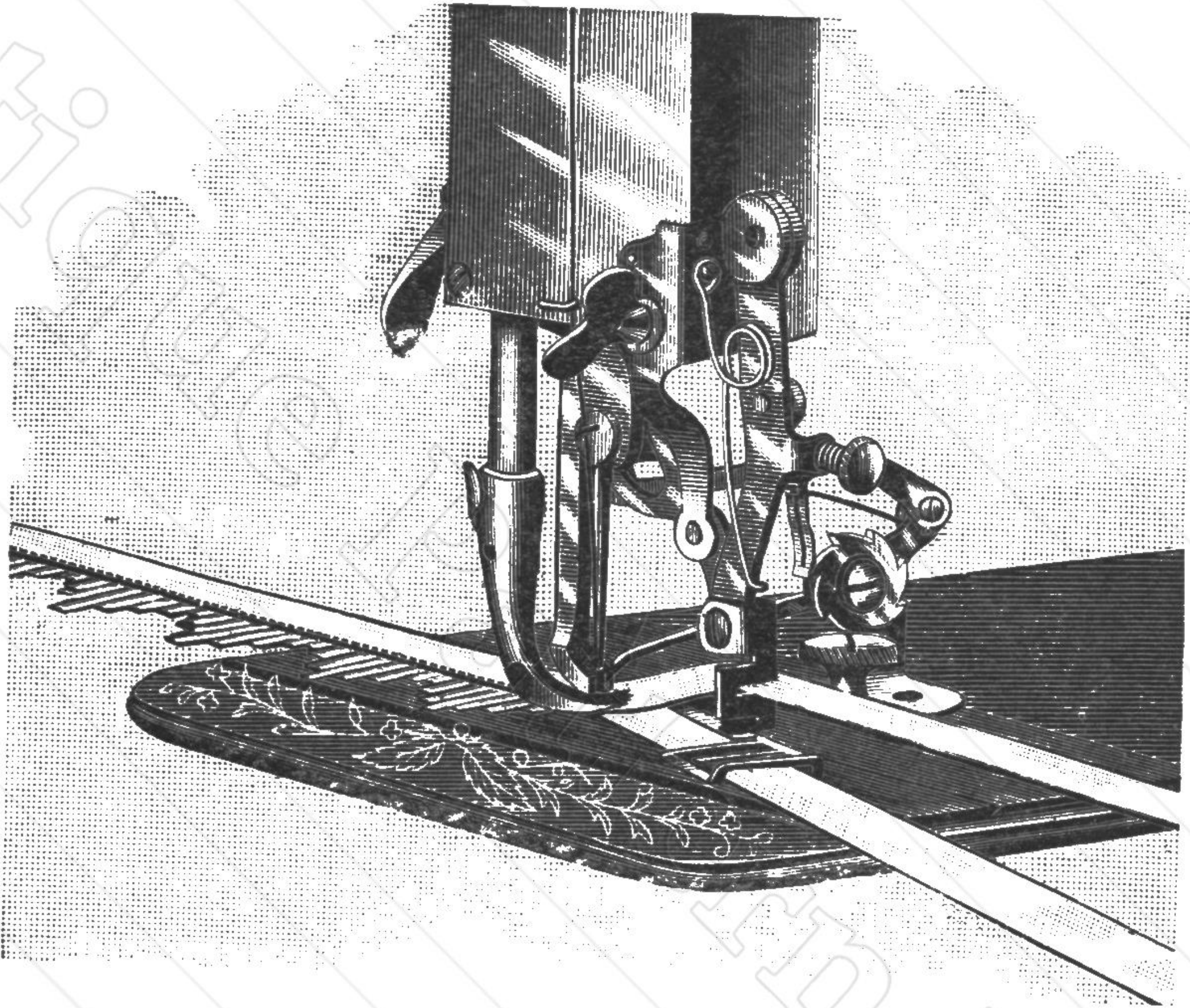


SHIRRING.

THIS illustration shows a sample of "Herringbone" Shirring, as done with the "Davis" and "Advance" Ruffler. "Puffed" Shirring can be made by slightly changing the method of turning the fold. While other machines attempt to produce this work, it is conceded that the Ruffler used on the "Davis" and "Advance" Machines is the only attachment made that will execute it perfectly.

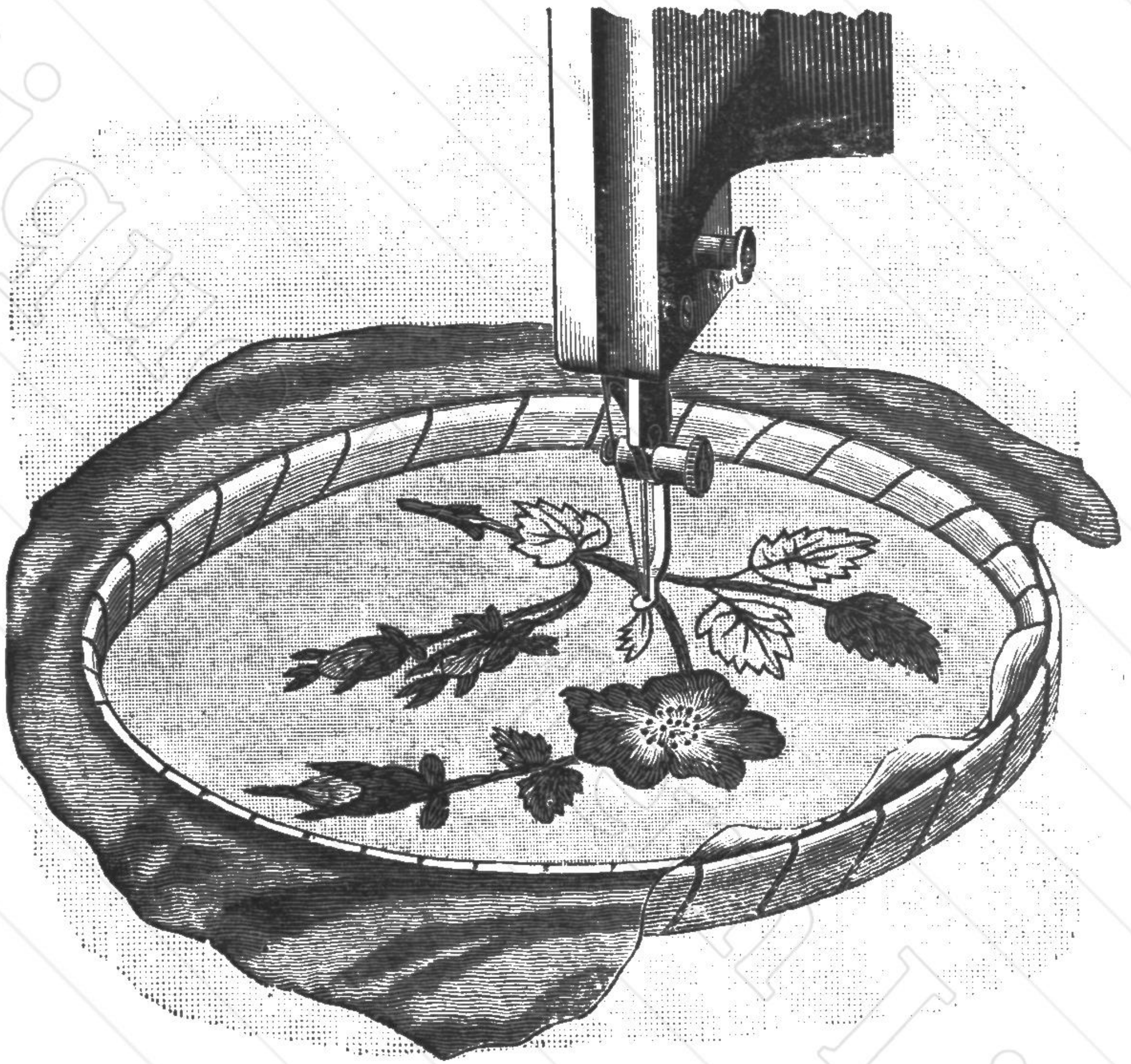


**This Cut represents samples of Scallop, Kilt and Knife
Plaiting, edge-stitched on band, at one operation.**



THE AUTOMATIC SCALLOP PLAITER.

THIS is a special attachment used only on the "Davis" and "Advance" Machines. It works automatically, and makes a very attractive and desirable trimming.



ETCHING.

THE beautiful picture on front of the cover is a copy of an etching made on the Davis Machine, and on exhibition at the World's Fair at Chicago, among other samples of unequalled Sewing Machine work exhibited by this company. The "Davis Vertical Feed" is better adapted to Silk Etching and Embroidery work than any other.

To the Public.



THOUSANDS of people will wonder that the company controlling the patents and manufacturing the Vertical Feed Machine should determine also to manufacture an under-feed machine. The explanation is easily understood when it is remembered that the Davis Sewing Machine Co. is the only one making the Vertical Feed, while there are in the United States and Europe scores of companies that have been making under-feed machines for many years, so that a large majority of people using machines are accustomed to that type of sewing machine. The Davis Sewing Machine Co., with its great facilities and superior advantages, determined to supply the demand for such, and now has perfected an under-feed machine unequaled. With its attachments, a large range of work is easily done that no other machine can perform. It is a fact, universally known and acknowledged, that the Davis Vertical Feed Machine performs a great range of work that none other can accomplish, which by other companies has been claimed to be due to its superior attachments. Keeping in advance, as it has always done, in range of work, it now will produce the same results on its under-feed machine, by using the best devices, which the company control and manufacture, especially for this machine.

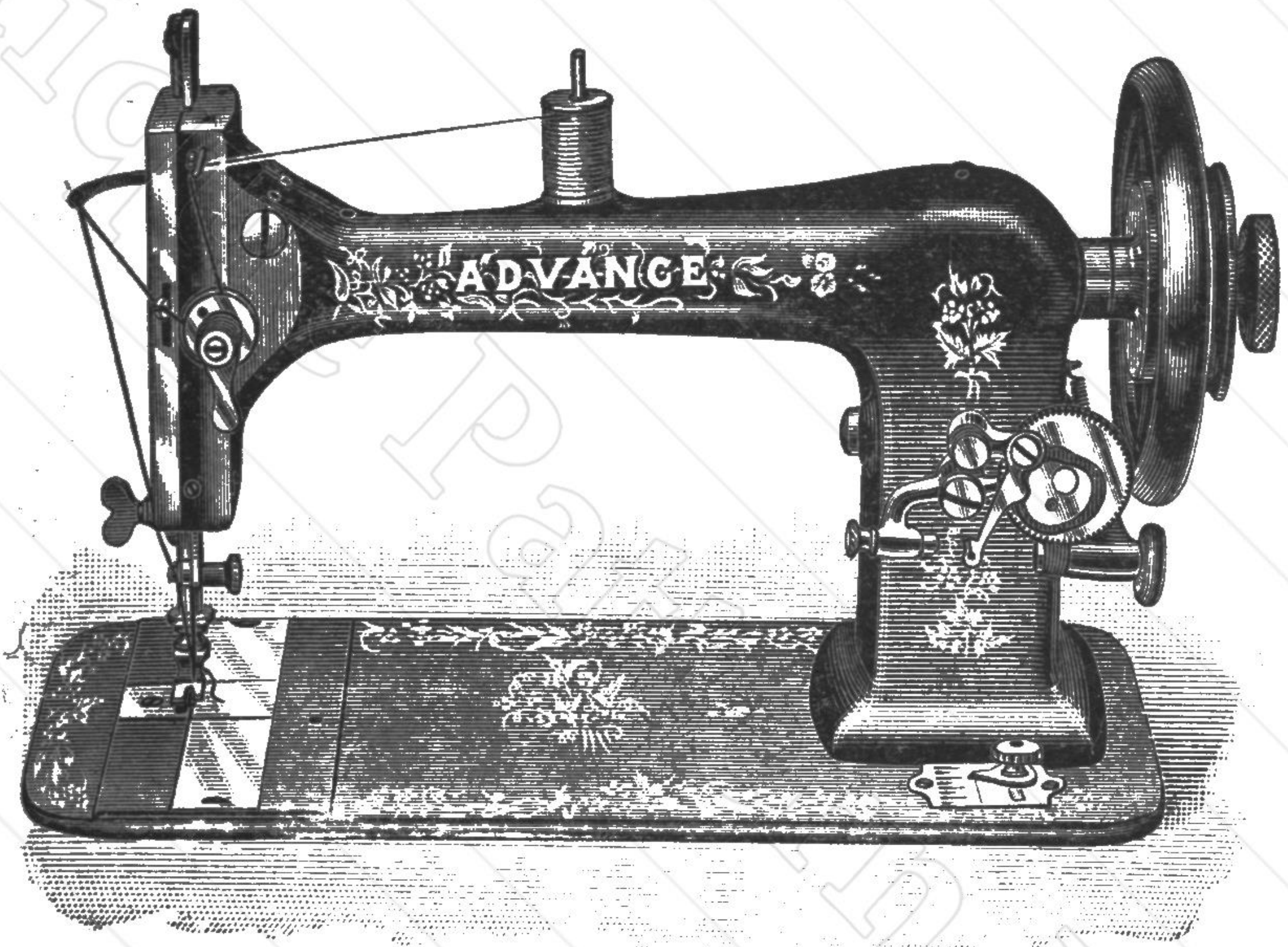
The constantly increasing demand, in all parts of the world, for the Davis Vertical Feed Machine will always be supplied.

THE ADVANCE.



In presenting the "**ADVANCE**" Machine, we will say that neither skill, money nor labor have been spared in perfecting what we believe to be the best and most complete under-feed machine before the public. Its sewing qualities are absolutely perfect; it is swift, the *lightest running and most silent machine ever made*. The best mechanical skill was employed in its production, and its durability is beyond question. The wood-work is of new design and handsomely finished. It is the *best Under Feed Sewing Machine on earth*; **Because:** its sewing qualities are absolutely perfect; **Because:** it is rapid and the *lightest running* machine ever made; **Because:** it is the *most silent* lock-stitch machine in existence.

The above three qualities are among the most important required in a first-class sewing machine, and we challenge and defy any machine now on the market to equal the "**ADVANCE**" on these points. It is Ornamental, Simple and Durable, and warranted for five years. It requires less change of tension for range of work than any other machine ever constructed. Its special attachments enable you to do a larger range of practical work than can be done on any other under-feed machine ever placed on the market. It is a marvel, excellent, grand, a combination of all that has proven good.



HEAD OF "ADVANCE" MACHINE.

THE "ADVANCE" will be furnished with the same Elegant Styles of Cabinet Work supplied with the "Davis," comprising Oak, Walnut, Mahogany, Hungarian Ash. The price being the same for either machine of corresponding style, as illustrated on preceding pages.

PULLMAN'S PALACE CAR CO.

PULLMAN CAR WORKS,

OFFICE OF THE MANAGER.

[Upholstery Department.]

PULLMAN, ILL.

Davis Sewing Machine Co.:—

I take great pleasure in stating that your machines, which we have been using for general upholstery work for the past three years, have given perfect satisfaction. In fact, I think it is the best machine to-day in the market for our work, it being especially adapted for plush work.

H. D. VOGT,

Sup't Upholstery Dep't, P. P. Car Co.

MRS. A. ANDERSEN, FASHIONABLE DRESSMAKING.

No. 63 Flourney street, CHICAGO.

To the Davis Sewing Machine Co.:—

This is to certify that the undersigned, for the past seventeen years, has had from three to four Davis Sewing Machines constantly in use, and can confidently recommend them to be the most durable and the best for dress making purposes. For sewing such fabrics as plushes, silks and velvets, in fact, all materials, from the lightest to the heaviest, they are far superior to any other. We have found them to be all that they have been represented to be, and we take great pleasure in saying that they cannot be too highly praised.

Respectfully,

MRS. A. ANDERSEN.

WASHINGTON C. H., O., April 17, 1893.

DEAR SIR:—Replying to your inquiry, I will say that since 1873 I have sold Wheeler & Wilson, Weed, Domestic, American, White and two or three other Sewing Machines, but since 1877 I have sold Davis Vertical Feed exclusively. Have bought, paid for, and sold six thousand Davis Machines. You know and I know that the Davis has not got an equal. I have never had a bit of trouble with the Davis in any way, shape or form. Sometimes I would have to set a needle or regulate the tensions, but as to a Davis getting out of fix such a thing has never occurred. Yours truly,

HENRY HILDEBRANT.

MECHANIC FALLS, MAINE.

DEAR SIRs:— Answering yours of the 14th inst., we have been selling the Davis Vertical Feed Sewing Machines nearly fifteen years, previous to which we sold the Singer almost exclusively for fifteen years, and we do not hesitate to state that we consider the Davis far superior in every essential particular. We have used them in our shops since we first commenced selling them, and are constantly furnishing clothing to be made on several thousand outside, and know positively that they wear longer than any other, cause less trouble to keep in order, and give much better satisfaction to the purchaser. Respectfully yours,

J. A. BUCKNAM & Co.

**Grand Depot, 13th and Market Sts., PHILADELPHIA.
Davis Sewing Machine Co.:—**

DEAR SIRs:— In reply to your inquiry I have to state that your Davis Sewing Machines have been in use in our factory for several years, and have given entire satisfaction, and we prefer them to any other.

Very respectfully, **WM. M. GOLDEN,**
Manager Upholstery Dep't of John Wanamaker.

[TRANSLATION.]

CITY OF MEXICO, MEXICO.

The Davis Sewing Machine Co.:—

GENTLEMEN:— We have the pleasure of declaring that we are very much satisfied with the Davis Sewing Machine, for which, by your permission, we are the General Agents for its sale in the Republic of Mexico. We must attribute our satisfaction to its perfect construction and the perfection in work which we can perform on it. They have conquered the supremacy over all those sewing machines that are sold here, and our dealers of this capital, as well as those dealers in the interior, all give them the preference, and are pleased to testify to their superiority. We are,

Truly yours,

SOMMER, HERMANN & Co.

IN ME you have a trustworthy servant, in city, town or country; I furnish the most satisfactory references from the best families in America or Europe. I give my best services to those who desire to employ.

My qualifications as a servant are:—

- 1. I am of age and have a powerful arm.**
- 2. I am of good form, well built, and have a constitution of steel.**
- 3. I need no doctor and never have fits.**
- 4. I am a good worker and willing at all times.**
- 5. I require no rest, as I never tire.**
- 6. All the food I require is a few drops of Oil each day, which keeps me in good working condition.**
- 7. I have not a single vice or bad habit.**
- 8. I never ask for a holiday.**
- 9. I always give satisfaction, no matter how fast I am compelled to work.**
- 10. I can easily do the work of the most exacting employer.**
- 11. I am a thoroughbred American-born, and reared in the City of Dayton, State of Ohio, United States of America.**
- 12. Having been employed in the families and factories of all nationalities, I can understand one language as well as another, and can give you thousands of the best of recommends.**
- 13. I can do sewing of all kinds, the most beautiful work you ever saw, on any kind of goods, from lace to leather. My embroidery is simply marvelous. I can make any design, and will guarantee to decorate and beautify your home. I can do your work better, cost less to keep me, will live longer and earn you more money than any servant you can employ.**
- 14. I do my work so quietly as not to annoy or disturb any one. This alone ought to be sufficient. Look for me at the World's Exhibition.**