

THE NEW AUTOMATIC.

From Ware's Valley Monthly, October, 1875.

The wheels of progress must constantly move forward, crushing if need be all obstacles. The millions of dollars that are sinking out of sight at this time in old Sewing Machine Companies are not lost to the people. They only change from one hand to another. It is simply the old and defective, making way for the new and perfect.

The "Automatic" is really the first and only perfect Sewing Machine.

# AUTOMATIC

## SEWING MACHINE ALPHABET.

"Recent events have proved that the inventors of all machines precedent to the "New Automatic" Machine had to learn even the A, B, C of sewing machine mechanism."—EXCHANGE.

**A**bsolutely automatic in its tension, requiring no skill to ensure a perfect seam.  
**B**obbin-winding and thread-breaking are entirely dispensed with.  
**C**an be operated and managed with ease by a child ten years old.  
**D**oes the largest range of work in the most perfect manner.  
**E**ntirely silent and never vexes, fatigues or injures the operator.  
**F**ells, hems, gathers, tucks, ruffles, plaits, cords, embroiders, &c., perfectly.  
**G**ive early, earnest heed to the statement, on the highest medical authority, that  
**H**undreds of thousands of lives have been sacrificed to hard running machines.  
**I**t is impossible to make uniform, elastic bias seams on any other machine.  
**J**oyful is that mother of children who possesses a "NEW WILLCOX & GIBBS."  
**K**ind husbands will not refuse to purchase this valuable treasure for their wives.  
**L**ovely woman should never be allowed to become deformed by unnatural toil.  
**M**ultitudes have already purchased the Automatic Machine, and are happy.  
**N**ever before has a machine been offered which fully supplies the public want.  
**O**ver and over again have ladies expressed to us their gratitude for this treasure.  
**P**recious in the eyes of the fortunate owner is this "HOUSEHOLD ANGEL."  
**Q**uietness, simplicity, and ease of management commend it above all others.  
**R**apidity and perfection of its work place this machine far in the van.  
**S**eams and obstructions are passed over with perfect ease and precision.  
**T**hick and thin, straight and bias seams, perfect without care or change.  
**U**niform work by an unskillful operator can be made only on this machine.  
**V**icious, perverse, fickle, complicated lock-stitch machines no longer in demand. Call on  
**W**illcox & Gibbs Sewing Machine Company, at their office nearest you, and  
**X**amine the wonderful Automatic Machine, which pleases the rich and poor,  
**Y**oung and old, charms all beholders, and has reduced to  
**Z**ero the interest felt in the clumsy and cruel machinations of the past.

### WILLCOX & GIBBS S. M. CO.,

- 658 Broadway, corner Bond Street, N. Y.  
 Philadelphia, D. S. Ewing... 1127 Chestnut Street  
 ALBANY, N. Y. .... 43 North Pearl Street  
 BALTIMORE, Md. .... 46 Lexington Street  
 BOSTON, Mass. .... Cor. Tremont and Berkeley Streets  
 BROOKLYN, N. Y. .... 76 Court Street, cor. Livingston  
 CALLAO, Peru. .... JOHN HERN  
 CHICAGO, Ill. .... 200 & 202 Wabash Avenue  
 CINCINNATI, Ohio. .... 171 West Fourth Street  
 JERSEY CITY, N. J. .... 379 Grove Street, near Second  
 LOUISVILLE, Ky. .... 183 Fourth Avenue  
 LONDON, England. .... 135 Regent St. and 150 Cheapside  
 NEWARK, N. J. .... 5 Cedar Street  
 PARIS, France. .... 82 Boulevard de Sebastopol  
 PORTO RICO, (St. John). .... D. A. RODRIQUEZ  
 PROVIDENCE, R. I. .... 260 Westminster Street  
 ROCHESTER, N. Y. .... 12 Allen Street  
 SAN FRANCISCO, Cal. .... 113 Post Street  
 ST. LOUIS, Mo. .... 609 North Sixth Street  
 ST. JOHN, N. B. .... 68 Germain Street  
 SYDNEY, Australia. .... S. HEBBLEWHITE  
 SYRACUSE, N.Y. .... 102 South Salina Street  
 TROY, N. Y. .... 455 Fulton Street  
 VALPARAISO, Chili. .... JAS. MCGILL  
 WASHINGTON, D. C. .... 408 Seventh St., N.W.

\*.\* Also for sale by general Sewing Machine Agents.



TRADE

MARK.

The above cut is a *fac-simile* of the medallion embedded in the base of the frame of the NEW WILLCOX & GIBBS AUTOMATIC SEWING MACHINE, and is the Registered Trade Mark of this Company.

We therefore caution all persons against purchasing any Sewing Machine purporting to be our NEW MACHINE which has not this medallion upon it.

AWARDED THE  
**Gold Medal of Progress**  
 AT THE  
**AMERICAN INSTITUTE FAIR, 1875.**  
 AND THE  
**SCOTT LEGACY MEDAL**  
 OF THE  
**FRANKLIN INSTITUTE, 1875.**  
 Full reports of both awards on application.