



PUZZLE CARD.—Find Large Dog's Head, Turkey, Frog, Goat, Fish, Little Dog, Rooster, Buffalo, Deer, Alligator, Eagle, Goddess of Liberty, Horse, Mule, and THE WHITE, the King of all Sewing Machines.



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(OVER)

The WHITE is King

800,000 NOW IN USE
Triumphant Everywhere

HONORED ABOVE ALL COMPETITORS
AT THE

Centennial Exposition,
Cincinnati,
1889

It won the award of the Silver Medal, for the
best Family Sewing Machine.

IT BOASTS A GREATER TRIUMPH AT THE
Exposition Universelle, Paris,
1889

It won the award of the Gold Medal, for the
best Family Sewing Machine.

The Experts of Europe and America pronounce it
the BEST IN THE WORLD.



HOUSEHOLD
SEWING MACHINE
Manufactured by
HOUSEHOLD SEWING MACHINE CO.
PROVIDENCE, R.I.



ROBIN

OF ALL the birds of North America, the Robin is undoubtedly the best known and loved. He is one of our earliest migrants, his loud, clear, ringing song being among the first to announce the coming of Spring.

Large flocks of the birds appear about the last of February, going as far north as Labrador and Alaska where they remain until the severe cold drives them to Virginia and as far south as Southern Mexico.

The Robin is a true thrush, a walker, and an excellent example of cheerfulness under all circumstances. He is a good builder, his hemispherical nest being made of grasses and sticks held together and lined with hardened mud. This nest is placed in the trees of gardens, parks, or orchards, preferably the last where he makes great inroads on the farmers' cherries. It has been proved, however, that the vast number of injurious worms consumed by these birds more than compensates for the amount of fruit taken.



Singer Work is Always Good Work.

This is why Singer machines maintain their supremacy all over the world, making the Singer trade-mark a reliable standard of highest excellence.

The average woman cannot discriminate justly between sewing-machines, so far as mechanical construction is concerned; but she can wisely judge their work.

THE SINGER MANUFACTURING CO.

SALESROOMS IN EVERY CITY, where the rest of the Cards composing The American Singer Series may be obtained FREE upon personal call.



NAT. SIZE

BOBOLINK

THE merry Bobolink is so called from a peculiar call-note expressing the word *bob-o-link* several times in succession. He is well known throughout a wide range, but under different names and costumes. His breeding range is from New Jersey to Nova Scotia, and westward to Utah.

In July and August he changes his black, buff and white wedding dress for one of quieter hue. In this, the Reedbird dress, he journeys four thousand miles to his winter quarters south of the Amazon. He starts in July, stopping to visit the rice fields of South Carolina and Georgia, where he is known as the Ricebird or Ortolan, and is very destructive to crops.

Although some birds remain in the north until October 1st, the leaders are then in Cuba, where they are known as *Chambergo*. From Cuba they journey to the coast of Yucatan, stopping at Jamaica, where, because of their fatness, they are called Butterbirds. In March or April the males begin the northward journey, arriving about May, when they are known as Maybirds.



TRIED AND TESTED.

Every Singer machine is tested by actual sewing at the factory; it is always ready for every kind of stitching, and will do better work and do it longer than any other, because it is of better design and construction.

MACHINES FOR RENT BY THE WEEK OR MONTH.

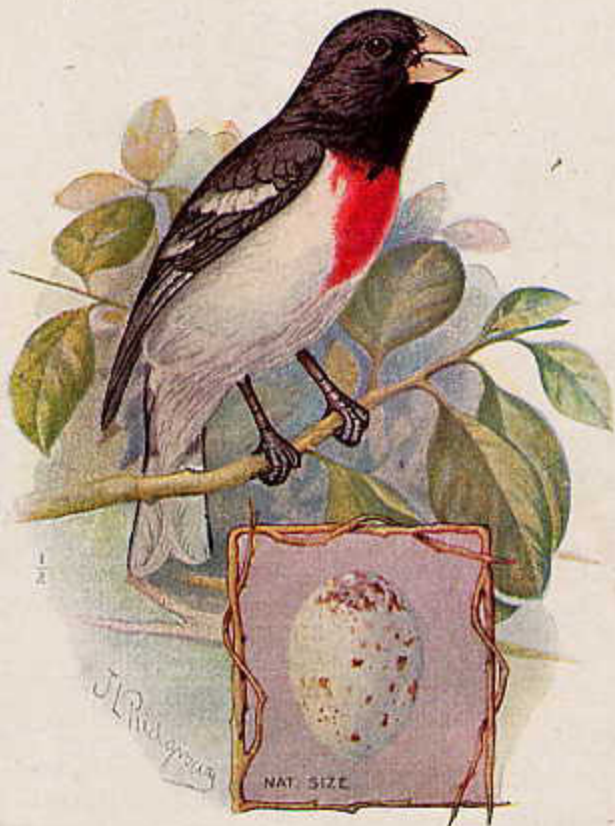
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NAT. SIZE.

THE ROBIN.



AMUSING—USEFUL—DURABLE



Making Dresses for Dolly

The SINGER 20 is just the thing to interest and amuse children and the stitching which it accomplishes is perfect in every way.

This real sewing machine is simple in its construction. It makes the single-thread chain stitch—there are no bobbins to wind.

It is so easy to handle that any little girl over four years of age quickly becomes accustomed to its use and soon learns how to sew.

A Practical Sewing Machine sold at a low price

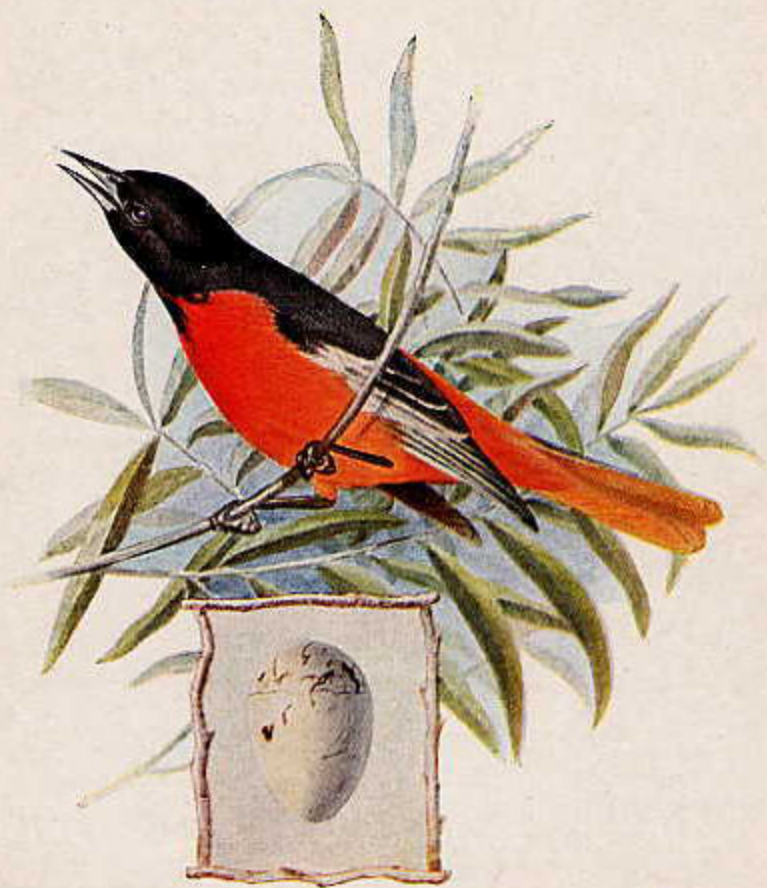
EVERY FAMILY SHOULD HAVE ONE

Sold at Singer Shops in Every City

ROSE-BREADED GROSBEAK

Very little has been written about the Rose-breasted Grosbeak; perhaps, because, having very refined and elegant tastes and manners, he does not court publicity. In early May he returns from a winter sojourn in South America, and soon may be heard, through day or night, his loud, musical love song, for he is an ardent wooer. For sweetness and purity his joyous carol is surpassed by few of our domestic birds. His nest, so lightly woven that the eggs are plainly visible, is built in a growth of young trees, usually among oaks.

During the breeding season the call-note—peek—may often be heard as the devoted husband hurries back and forth with food for his spouse.



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A practical Singer sewing machine in its simplest form and of a size easy to carry.

It can be easily packed in a lady's traveling bag or suit case and is therefore handy when traveling and convenient for vacation use.

It is furnished with a clamp for attaching it to the edge of a table, desk or other furniture.

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BALTIMORE ORIOLE

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His winters are spent in Central America; but after the first of May, he may be found in the Eastern United States and Southern Canada.

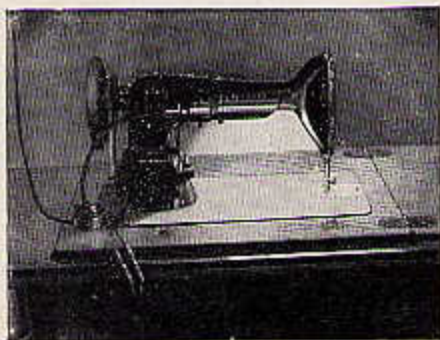
Another of his names, which will be appreciated by those who have seen him on a sunny spring morning, is Firebird.

Like a tongue of flame he darts boldly among the topmost branches of the tallest tree, thrilling the onlooker with his striking color and the clear sweetness of his low, mellow whistle.

Some call the Oriole the Golden or English Robin; to others he is known as the Hungnest, because of the deep bag which he suspends from the end of a drooping branch, usually of an elm tree.



THE SINGERLIGHT



Be Kind to Your Eyes

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Its use enables sewing on dark days or at night without glare.

Eye strain is entirely eliminated, even when stitching dark material.

Its cost is trifling when compared with its value to every sewing machine user.

Sold only by

SINGER SEWING MACHINE CO., Inc.

At Singer Shops Located in Every City

SCARLET TANAGER

This bird, though found only in America, is not a native of the United States, as but two of the 350 species venture so far away from their tropical home.

The bright plumage of the male renders him very conspicuous in the open woods which he frequents, but his mate, in her more sober dress of dull olive green, is hard to find.

The Tanager has the indolent nature and listless air characteristic of dwellers under tropical skies.

His nest, loosely made of coarse materials, is placed on a horizontal branch of an oak limb well above the heads of curious people. In this are laid from three to five eggs, which the mother tenderly guards.

The male places all of his vigor in his song, which greatly resembles that of the Robin, though lacking the freedom and ringing quality.

Chip-churr is the call-note of these birds.



TO TEACHERS OF DOMESTIC ART

The art of sewing and the construction of garments constitute the most important parts of the Domestic Art curriculum, and selecting the right sewing machine is, therefore, the first consideration.

The SINGER should, as a matter of course, be preferred because most teachers have become familiar with its use in their college course.

The five distinct types of SINGER machines, either electric or treadle as preferred, cover the entire field of sewing machine construction. The superior quality of this construction is universally conceded.

SINGER SERVICE

SINGER SHOPS are located in every city, and in nearly every town; thus local SINGER employes are near at hand and easy of communication, always ready to supply needles and oil or to make such machine adjustments as may be required. This service is unique, and is appreciated by all teachers.

We furnish schools, WITHOUT CHARGE, large wall charts illustrating stitch formation, also text books for sewing classes. Applicants for these should state type of SINGER machine used and number of scholars in sewing class.

We make specially low prices and liberal terms of payment to enable use of our machines in schools. For these special prices address—

SINGER SEWING MACHINE COMPANY, Inc.
Singer Building, New York

BROWN THRASHER

This interesting and well-known songster breeds from the Gulf States northward, beginning his annual visit to the Middle and Northern States during April and May, and winters from latitude 35° to our Southern border.

It is not a bird of the deep woods, as are the true Thrushes, but is an inhabitant of the more open country about hedges, briar patches, and, when encouraged, the ornamental shrubbery surrounding our houses. Except when singing from the top of some favorite tree, the Brown Thrush, or Sandy Mocking-bird, as it is familiarly known in parts of the South, is rarely found far from the ground.

Its food consists of many kinds of insects injurious to agriculture, small wild fruits, as well as occasionally the cultivated forms, such as raspberries, cherries and currants.

The nest, which is well concealed, is built in low shrubbery on the ground, and is constructed of twigs, plant stems and coarse grasses, and is lined with fine rootlets.

The song of the Brown Thrasher is considered by its admirers to be equal, if not superior, to that of the Mocking-bird. It has the same general quality, is clear and melodious, and is delivered with much spirit.

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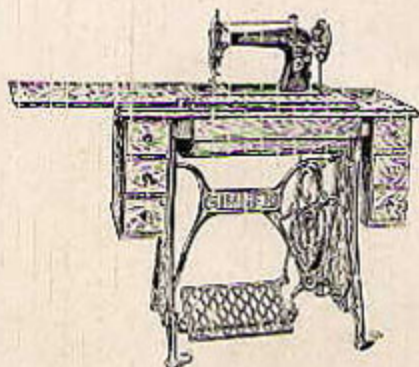


300

SINGER "VIBRATING SHUTTLE"

Machine No. 127-3

The Simplest Form of
Lock-stitch Sewing
Mechanism



More of this type
used than all others
combined

A New Model — Just Out — has the Shuttle Ejector and other improvements.

SEE IT AT SINGER SHOPS

or let us place one in your home for *Free Trial*.

YELLOW BREASTED CHAT

This remarkable bird is but a summer resident of the United States, his winters being passed in tropical America. He is more often heard than seen, but when seen, is a picture of healthy, well-groomed beauty. His voice, powerful and melodious, is so absolutely unique in ventriloquial capacity, that the listener is completely mystified, both as to the location and character of the singer.

He is not only a rare mimic in song, but as an actor he is a most comical low comedian, turning somersaults and performing many rollicking turns of his body.

This bird is often called "Polyglot" Chat because of his powers of mimicry, imitating the notes of other birds, sending them in different directions, so that the listener imagines the thicket alive with a variety of singing birds, although the entire chorus is but a solo executed by a bright-eyed little feathered being, who seems to intensely enjoy his powers of deception.



AMUSING—USEFUL—DURABLE

Singer Sewing Machine Co.
120 S. Third St.
Hamilton,
Ohio.



Making Dresses for Dolly

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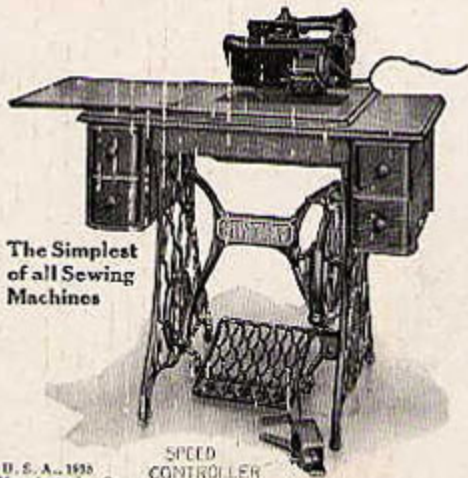
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THE SINGER No. 24-60—With Electric Motor

300



The Simplest
of all Sewing
Machines

SPEED
CONTROLLER

Copyright, U. S. A., 1935
by The Singer Manufacturing Co.

The Single Thread Chain Stitch is especially desirable for wash garments, because of its elasticity which yields to shrinkage, so that seams will not pucker when washed.

The seam can be securely locked at the end, so that it holds as strongly as the lock stitch, but it can be pulled out by cutting the lock, thus, children's garments can be easily made over.

The Motor is Concealed beneath machine, and requires no adjustment. Simply switch on the current and sew, controlling speed by the right foot.

If you now have a treadle machine of this type, the Singer Motor can be applied to it, as illustrated above, at any Singer Shop or by any Singer Salesman.

Easy Payments. Liberal Exchange Allowance for your old Machine.

ORCHARD ORIOLE

An "exceedingly active, brightly and restless bird" (Nuttall) is the Orchard Oriole, a near relative of the Baltimore Oriole.

Although not so gayly dressed, he far surpasses his cousin as a songster, his tone being far richer and his song more finished.

His small branch of the family is scattered, after the first of May, through the Eastern United States from the Gulf of Mexico to Massachusetts. Although protected by his less noticeable coloring, he plucks the open fields and highways, preferring the orchards, where the nest of freshly dried grasses, carefully woven, is, like that of the cousin in orange and black, hung from a branch.

When people are returning from seaside and country places, the Orchard Orioles are flying toward their winter quarters in Central America, to remain until the following May.





Use The
SINGER SEWING MOTOR
on your old machine and
Make Sewing
a Pastime

Small in Cost

Big in Results

1. The only fully enclosed **dust-proof family sewing machine motor**. This means decreased wear—longer life.
2. You insert and tighten one screw, and the motor is rigidly attached to the Sewing Machine.
The Singer method of attachment eliminates vibration.
3. Flexible Singer leather belt gives highest efficiency of drive.
There are no friction pulleys to cause loss of power.
4. You set the Motor either for Direct Current or Alternating Current, as desired, thus getting maximum efficiency on your particular circuit. This is an important departure from the so-called universal motors—one that will be appreciated by comparison in practical use.
5. The controller is also of special Singer design. Your heel rests comfortably on the floor. No strained position of your foot; no heat beneath the sole.
6. You have complete and easy control of your sewing—from barely moving the needle to the highest speed.

Sold Only by

SINGER SEWING MACHINE CO., Inc.

HOUSE WREN

The House Wren, a pert, saucy little fellow in sober garb, lives his life most actively. He is in too much of a hurry to select a branch and make a solid, substantial nest, but contents himself with a home in a box, bird-house, or even in a disused carriage or the pocket of a coat.

From late in April until October, this nervous, restless little creature, always expecting trouble, hops and flits throughout our Eastern States, ever bobbing or bowing. Occasionally he pauses long enough to voice his feelings in fidgety, scolding notes, or, much better, to pour forth a sweet, rapid musical trill, delivered with such force and abandon that his little body trembles.



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The Tanager has the indolent nature and listless air characteristic of dwellers under tropical skies.

Mr. Parkhurst writes:—"This bird, by his manner, reminds one of a bottle of effervescent liquid that has lost its native sparkle. He is too exalted to be annoyed by the remark that his listless air takes even the splendor from his gorgeous robes."

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Imitation the Sincerest Flattery.



Cheaply made imitations of obsolete forms of Singer sewing-machines are offered by merchandise dealers to deceive an unwary public.

**GENUINE SINGERS ARE
NEVER SOLD TO DEALERS.**

They go directly from maker to user, and can only be obtained from the Company's employees.

EVERY GENUINE MACHINE CARRIES THE TRADE MARK.

Sold on Instalments. Liberal Discount for Cash. Old machines taken in exchange.

THE SINGER MANUFACTURING CO.



THE BLUEBIRD

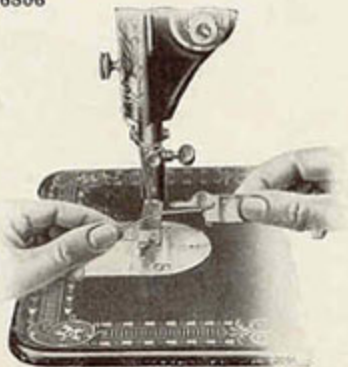
The Singer Needle Threader

No. 36806



We have introduced a new SINGER Needle Threader that combines the very best features of all other Needle Threaders, and is **the simplest, easiest and best.**

It can be used on all makes of Sewing Machines.



Makes Threading Easy

The Singer Stocking Darner

No. 35776

For Heels and Toes

USED ON ANY LOCK STITCH SEWING MACHINE

The Singer Darner must not be confounded with other devices offered for the same purpose. It only needs a comparison to show their inferiority both in design and construction. This appliance is sold at Singer Shops or by Singer Salesmen.

We give Free Lessons in its Use

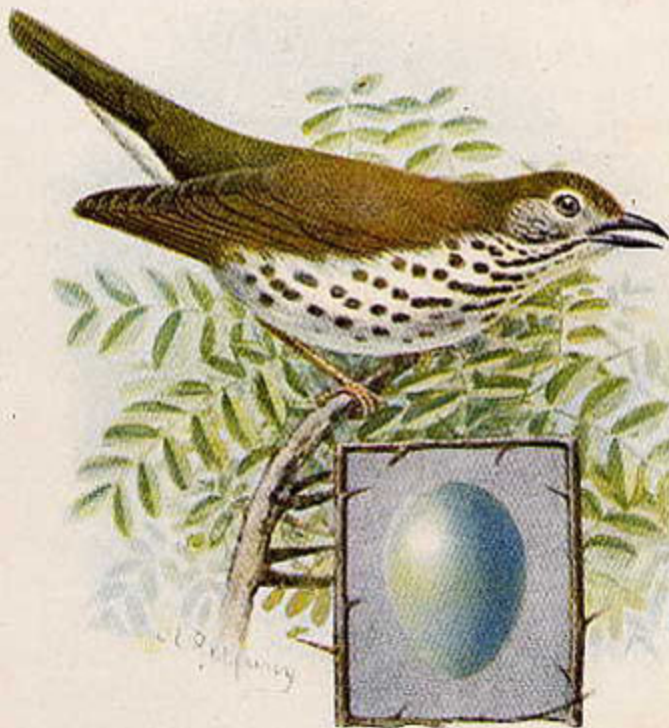
BLUEBIRD

Of the three birds having blue in their plumage, the Blue Jay, Indigo Bunting and Bluebird, the last is perhaps the best known, being famed in song and verse as "The Harbinger of Spring."

As a citizen, his disposition is typical of everything sweet and amiable, his appearance is the embodiment of wisdom.

Mrs. Miller, in her delightful book, "In Nesting Time," writes about a pair of tamed Bluebirds, telling in her most entertaining way of their daily life and habits, their tricks and manners.

She describes their call as "a three-syllabled musical warble" with occasionally a "grace note" between the second and third syllables.



THE LATEST AND BEST

SINGER No. 115 Rotary Motion Sewing Machine

BEST BY TEST

With any other Rotary on the Market

This is not claimed to be "just as good" as any other rotary, but is warranted to be very much better in every essential point of excellence, and a trial comparison is solicited.

It is Canadian made in the Singer, the most modern sewing machine factory in the World, located at St. Johns, Province of Quebec. The quality as well as the fitting of every part is warranted fully equal to the Singer standard, acknowledged all over the World as being the Best.

Delivered into Your Home for Free Trial

SEND POSTAL CARD OR PHONE TO

SINGER SEWING MACHINE CO.

Shop in Every City

WOOD THRUSH

Calm, restful and reserved, the gentle Wood Thrush is one of the most lovable of birds. He appears about the last of April, breeding from Florida to Southern Vermont and Minnesota. The female, smaller than her mate, has not so glossy a plumage, although her color, like that of chestnut-oak leaves, is the same. They build about the middle of May, placing the nest in a sapling about eight feet from the ground.

From the heart of his favorite green woods "the bell-like notes of the thrush sound the matin and vesper chimes of the day" with clear and ravishing sweetness. His song, like his nature, breathes of peace. It is deep, rich, ringing melody, "forming throughout the woodland symphony a golden, richly modulated undertone."

When the air grows cold and woods are bleak and bare, the Wood Thrush flies toward the sunnier land of Central America, leaving behind the sweet memory of a restful, gentle presence.

