

Codes in listings indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) West Sacramento (WS)
 Community as follows: Broderick (B) Del Paso Heights (DPH) North Sacramento (NS) West Sacramento (WS)

Richmond's
Sewing Machine
Center

1111 J St. in Elks Bldg.

Phone GI 2-7665

FOR FREE HOME DEMONSTRATION
 ON ANY MAKE MACHINE
 NOTHING DOWN ON APPROVAL OF CREDIT



ADLER

Be Right the First Time -
 Buy... Most Advanced -
 Most Automatic...
 Adlermatic

SERVICE & PARTS
 COMPLETE STOCK OF PARTS
 FOR ALL MACHINES
 1 Day Service - Guaranteed Work

RENTALS
 STRAIGHT STITCH, ZIG-ZAG AUTOMATICS!
 RENTAL MAY BE APPLIED ON PURCHASE PRICE

FREE PARKING
 NEXT DOOR

SACRAMENTO'S EXCLUSIVE DEALER

PF AFF
 THE FIRST AND ONLY
 COMPLETELY AUTOMATIC
 SEWING MACHINE

NO DISCS OR CAMS TO CHANGE
 "EVEN THREADS ITSELF"



FINGERTIP
LIFT

REPAIRS & PARTS
 FOR ALL MAKES - ONE DAY SERVICE

RENTALS
 USE OUR RENTAL PURCHASE PLAN
 E. Z. TERMS

GI 8-1683

Open Monday & Friday Evening Till 9 P.M.
SACRAMENTO SEWING MACHINE CO.
 1022 J ST. Free Parking in Rear

Sewing Machines-Household

ADLER SEWING MACHINES - SEWING MACHINE CENTER
 1111 J - GI 2-7665

Aoki Music Co 1223-4th ----- GI 8-3868
 Carmichael Sewing Machine Center
 2837 Fair Oaks Blvd. - IV 9-7701
 (See Advertisement Page 381)

ELNA PORTABLE SEWING MACHINES -
 See "Necchi-Elna Sewing Machines"
 under This Classification

MORSE SEWING MACHINES

From the Amazing
 SUPER FOTOMATIC **MORSE**
 AUTOMATIC
 to the superlative SUPER-DIAL and thirty
 DEBUTAUTE, the complete line of sewing
 machines designed and precision manufactured
 with YOU in mind

"WHERE TO BUY THEM"
UNITED SEWING MACHINE & VACUUM CLEANER CO
 1011 J - GI 1-4813

NECCHI-ELNA SEWING CENTER
 1317 K - GI 2-6919
 (See Advertisement Page 381)

NEWSPAPER FIREWOOD
 To make a small grate or stove
 fire, or to kindle a big one, use
 old newspapers which have been
 rolled up tightly, soaked over-
 night in water, squeezed out
 and allowed to dry for several
 days. The lighter they are
 squeezed, the better firewood
 they make.

NECCHI-ELNA SEWING MACHINES

See for yourself this
 advancement in automatic
 sewing before you buy
 any sewing machine. For
 demonstration call or
 visit authorized dealers
 listed below.

"WHERE TO BUY THEM"
NECCHI-ELNA SEWING CENTER
 1317 K - GI 2-6919
NECCHI SEWING CENTER
 2422 Maryal Dr - IV 7-3215

NECCHI SEWING CENTER
 2422 Maryal Dr - IV 7-3215
 (See Advertisement Page 381)
 Oak Park Sewing Machine Repair Shop
 3661-4th Av - GI 5-3376
 Pfaff Sewing Machine Co 1022 J - GI 8-1683

PF AFF SEWING MACHINES

All automatic. Exclusive Dial-A-
 Stitch sews on buttons, sews
 straight, zig-zag, darts, em-
 broyders thousands of decorative
 stitches. No discs, cams to change.
 • Built-In Needle Threader!
 • Nationwide Repair Service
 • Lifetime Guarantee!

"WHERE TO BUY THEM"
DISTRIBUTORS
SACRAMENTO SEWING MACHINE
 CO 1022 J - GI 8-1683
 (See Advertisement This Page)
SEWING MACHINE CENTER
 1111 J - GI 2-7665
 (See Advertisement This Page)
 Singer Sewing Machine Co
 5731 Stockton Bl - GI 5-3570
 (Continued Next Page)

Advertise here—it pays.

DON NEILSON'S
SEWING MACHINES
SALES & SERVICE



FAST SERVICE - PARTS - REPAIRS
 ALL MAKES AND MODELS
SINGER - WHITE - NECCHI - ELNA
PF AFF - VIKING - ADLER - MORSE
FREE WESTINGHOUSE ETC.

CREDIT GLADLY
 FREE HOME DEMONSTRATIONS
 SHOP IN THE COMFORT OF YOUR HOME AND AT YOUR CONVENIENCE DAY OR NIGHT

RENTALS Ask About Our
 Rental Purchase Plan

1011 J ST.  **GI 1-4813**
 THE HOUSE THAT SERVICE BUILT

Sewing Machines-Household-(Cont'd)

SINGER SEWING MACHINES

Only SINGER offers all three
 Straight, Slant, and Sewing
 Needle (Zigzag). Look for the
 famous Red "S" and "SINGER"
 trademarks for authorized
 Singer Sales and Service.

"WHERE TO BUY THEM"
 Singer Sewing Machine Co
 1011 K - GI 1-3166
 Singer Sewing Machine Co
 3356 El Camino Av (NS) - IV 9-7614

Sewing Machines-Household-(Cont'd)

VIKING SEWING MACHINES

COMPLETELY AUTO-
 MATIC. HUNDREDS OF
 DIFFERENT STITCHES.
 NO ATTACHMENTS.
 Buttons, Embroidery
 Monogramming, Hemstitching, Darting, 2 & 4 hole
 Buttons, Etc. See the new Viking Automatic
 with the new free arm. Finest Swedish Steel.

"WHERE TO BUY THEM"
DEALERS
UNITED SEWING MACHINE & VACUUM CLEANER CO
 1011 J - GI 1-4813

Sewing Machines-Household-(Cont'd)

West Coast Sewing Machine Stores
 1825 K - GI 1-5028

WHITE SEWING MACHINES

Call only an authorized
 dealer listed below. Fac-
 tory authorized repairs
 and service. Genuine
 White parts.

"WHERE TO BUY THEM"
 Hale Bros 9th & K ----- GI 2-7871

Sewing Machines-Rentling-(Cont'd)

SEWING MACHINE CENTER
 ADLER - SINGER - NECCHI
 By Week or Month
 Rent May Be Applied to Purchase
 1111 J ----- GI 2-7665

Sewing Machines-Repairing

A-1 Sewing Machine Repair
 4720 Palomino Ln (NH) - IV 3-1735
 Clayton's Sewing Machine Repair
 1928 P - GI 1-570

NECCHI-ELNA SEWING CENTER
 Repairs on All Makes & Models
 1317 K ----- GI 2-6919

NECCHI SEWING CENTER
 2422 Maryal Dr - IV 7-3215
 (Continued Next Page)

TRIANGLE SEWING CENTER
 620 I - GI 1-2588

When your telephone rings, it's
 thoughtful, courteous, and good
 business to answer it promptly.

An extension telephone saves
 time and steps.

NECCHI

Desks and
 consoles.

Miraculous
 Push-button NECCHI
 NEW! Only cabinet
 machine in the world that
 darts, monograms, blind-
 stitches and makes but-
 tonholes automatically.
 NEW! Makes thousands
 of embroidery stitches
 automatically.

APPROVED BY UNITED STATES TESTING CO., INC. FOR QUALITY, AVAILABILITY OF PARTS AND SERVICE

Come in or phone for FREE DEMONSTRATION • Liberal trade-in allowance
 Convenient terms • Also RENTALS, SERVICE AND REPAIRS of all makes of sewing
 machines • Many used, reconditioned sewing machines at low, low prices.

ELNA

ELNA - World's
 • automatic portable
 sewing machine!
 • Sews automatically...
 without attachments,
 dials or levers. Darts,
 blindstitches, makes
 buttonholes and unlim-
 ited decorative stitches.
 • only 17 pounds.

Lightest Portable
 • only 17 pounds.



NORTH AREA
NECCHI SEWING CENTER
 2422 MARYAL DR. - Right Off El Camino in Del Paso Manor IV 7-3215

NECCHI ELNA

Desks and
 consoles.

Miraculous
 Push-button NECCHI
 NEW! Only cabinet
 machine in the world that
 darts, monograms, blind-
 stitches and makes but-
 tonholes automatically.
 NEW! Makes thousands
 of embroidery stitches
 automatically.

APPROVED BY UNITED STATES TESTING CO., INC. FOR QUALITY, AVAILABILITY OF PARTS AND SERVICE

Come in or phone for FREE DEMONSTRATION • Liberal trade-in allowance
 Convenient terms • Also RENTALS, SERVICE AND REPAIRS of all makes of sewing
 machines • Many used, reconditioned sewing machines at low, low prices.

ELNA

ELNA - World's
 • automatic portable
 sewing machine!
 • Sews automatically...
 without attachments,
 dials or levers. Darts,
 blindstitches, makes
 buttonholes and unlim-
 ited decorative stitches.
 • only 17 pounds.

Lightest Portable
 • only 17 pounds.



NECCHI-ELNA SEWING CENTER
 1317 K GI 2-6919 DOWNTOWN

Sewing Machines-Industrial

Clayton's Sewing Machine Repair
 1928 P - GI 1-570
 (See Advertisement This Page)

SEWING MACHINE CENTER

Sales - New & Used
 REPAIRING BY EXPERTS
 Renting - Monthly or Lease
 Machines for All Industrial Trade

1111 J ----- GI 2-7665

UNITED SEWING MACHINE & VACUUM CLEANER CO
 1011 J - GI 1-4813

The Yellow Pages save you time.

REPAIRS - PARTS
 for All Makes
ADLER - NECCHI - SINGER
ANKER - VIKING - WHITE

and All Machines
MADE IN JAPAN

- ★ BEL AIR
- ★ KAISER
- ★ REMINGTON
- ★ MORSE
- ★ GENERAL
- ★ BROTHERS
- ★ TAYLOR MAID
- ★ HAPPY ETC.

1 DAY SERVICE
 FREE ESTIMATES
 PICK-UP & DELIVERY
 Loan Machines for Rush Jobs

We Specialize in
 USED SEWING MACHINES

CALL
GI 2-7665

RICHMOND'S
SEWING MACHINE
CENTER
 1111 J St. in Elks Bldg.
 Free Parking Next Door

CARMICHAEL
 Sewing Machine Center



REPAIRS &
 PARTS
 For All Makes

EXCEPTIONALLY
 LOW RENTALS
 Complete Sewing Courses
 Nations

IV 9-7701

2837 Fair Oaks Blvd., Carmichael

GLAYTON'S SEWING MACHINE
REPAIRING
EMERGENCY SERVICE

- Over 20 Years in Industrial Repairs
- Parts - Rentals - Sales & Service

DOMESTIC SEWING MACHINE REPAIR

- Prompt Service - Reasonable Prices
- All Work Guaranteed - All Makes & Models

GI 3-1570

1928 P ST. SACRAMENTO

Sewing Machine
Repairs

SPECIALISTS ANY MAKE
 STRAIGHT STITCH - ZIGZAG
 FREE ESTIMATES - FAST SERVICE

CALL
GI 1-5028

WEST COAST SEWING
MACHINE STORES
 1825 K