

*Free Westinghouse*

**SEWING MACHINES**  
MADE IN AMERICA

SEE THEM ON DISPLAY AT  
**CITY OF PARIS**

Sewing Center - 2nd Floor-A

OR CALL  
**DOUGLAS 2-4500**  
FOR INFORMATION

BEAUTIFUL NEW

- Portables
- Consoles
- Desk Models

With Famous "Nevr-Lock"  
Snarl Proof Mechanism  
Quiet Geared Rotary or  
Long Shuttle Type Machines  
-Whichever You Prefer-

20 YEAR GUARANTEE

PARTS & ACCESSORIES FOR  
PRACTICALLY ALL MAKES  
Your Old-Style Treadle  
Machine Can be Converted  
Into a Top-Performing  
Electric Sewing Machine  
for as low as \$19.95.

EXPERT REPAIR  
SERVICE

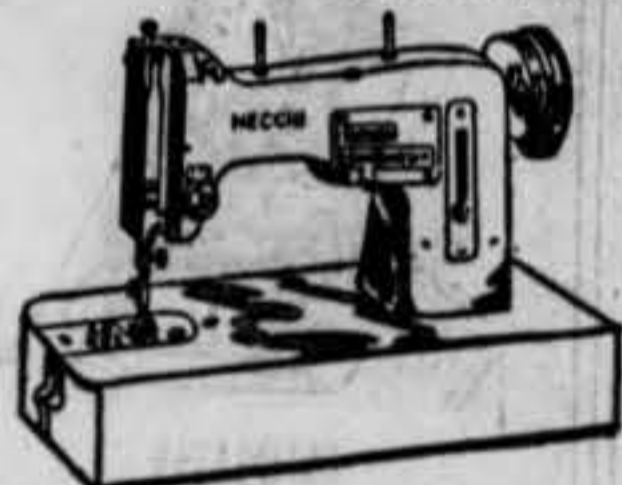
Any Make for Home Sewing

Call **DOUGLAS 2-4500**  
Extension 367

**City of Paris**  
GEARY & STOCKTON

**NECCHI**

World's Finest  
AUTHORIZED S.F. DEALER



**WE BUY SELL RENT & REPAIR ALL MAKES**



TRADE IN YOUR OLD MACHINE  
We Give Up to \$80.00  
On Old Sewing Machine

FOR FREE HOME DEMONSTRATION CALL  
**MISSION 7-5143**

**DEL MAR SEWING MACHINE CO.**

FREE PICK-UP & DELIVERY  
3230 MISSION Near 29th Street SAN FRANCISCO

**SEWING MACHINES EXCLUSIVELY**



Want to See?  
Call  
**ROWE**

**SALES**  
VIKING • NECCHI  
ELNA • PFAFF  
BERNINA • ANKER  
Also Used Machines

**Graystone 4-7772**

**REPAIRS**

WHITE - SINGER  
ELDRIDGE - DOMESTIC  
FREE-WESTINGHOUSE  
WHEELER & WILSON  
NEW HOME - WILCOX  
and All Other Makes



**ARTHUR ROWE**  
1623 POLK STREET

**Sewing Machines-Domestic- (Cont'd)**

**FREE-WESTINGHOUSE SEWING MACHINES**

Nevr-Lock Mechanism  
Sews Backward and Forward With Lock Proof  
Stitching Performance  
Full Rotary Action

**"WHERE TO BUY THEM"**

**DISTRIBUTOR**  
WESTINGHOUSE ELECTRIC SUPPLY CO.  
201 Potrero Av. UN drhil 1-5051

**DEALERS**  
CITY OF PARIS  
Geary & Stockton DO uglas 2-4500  
Lambert-Ennis Home Furnishings  
4124 Judah LO mboard 4-2510  
HANO INCORPORATED  
608 Howard EX brook 2-3221  
Sew-O-Mat 2137 Union JO rdan 7-5353  
Shaff's Furniture Co  
2868 Mission MI ssn 7-8590

**HAMILTON BEACH APPLIANCE SALES & SERVICE AUTHORIZED DEALER**

149 Turk GR ayston 4-2713

**Ideal Sewing Machine Co**  
3006 Mission AT water 2-8898  
Jim & Ray's Electric Appliance  
3150-22d AT water 2-1889  
(See Advertisement Page 645)  
Mulligan Raymond 521 Clipper AT water 2-5568  
(See Advertisement Page 647)

**NECCHI SEWING MACHINES**

NECCHI - Sews everything better without attachments. Sews on buttons, sews zig-zag, makes buttonholes, mends, darns. In console, cabinet and portable models. Trade-ins accepted.



**"WHERE TO BUY THEM"**

**DISTRIBUTOR**  
BELVEDERE SEWING MACHINE CO INC  
155-9th KL onlike 2-1383

**DEALERS**  
A C SEWING MACHINE CO  
1147 Mission MA rket 1-6660  
DEL MAR SEWING MACHINE CO  
5236 Mission MI ssn 7-5143  
Economy Sewing Machine Store  
2163 Mission KL onlike 2-0230  
Rowe Arthur 1623 Polk GR ayston 4-7772  
SEWING CENTER SUNSET  
2305 Irving SE abright 1-5300

New Home Sewing Machine Co The  
1355 Market KL onlike 2-2311  
New Home Sewing Machine Sales & Service  
Agency 149 Turk GR ayston 4-2713

**NEW HOME SEWING MACHINES**

Lockproof Stitching Action, Sews Backward and Forward.  
Floating Presser Foot, Knee-Type Speed Control, Full Rotary Action

**"WHERE TO BUY IT"**

**FACTORY BRANCH**  
NEW HOME SEWING MACHINE CO THE  
1355 Market KL onlike 2-2311

**WHOLESALE DISTRIBUTOR**  
McORMACK & CO 450-9th; UN drhil 3-3300

**DEALERS**  
BOUQUET SERVICE  
6199-Jd VA lencia 4-3142  
CENTRAL APPLIANCE CO  
3158 Mission MI ssn 8-2774  
COHEN'S I & SON 149 Turk GR ayston 4-2713  
ECONOMY SEWING MACHINE STORE  
2163 Mission KL onlike 2-0230  
Schindel's Furniture & Varieties  
83 Leland Av DE laware 3-4490

(Continued Next Page)

The Yellow pages save you time.

**Sewing Machines-Domestic- (Cont'd)**

Oliver Sewing Machine Co  
253 Chester Av JU niper 4-9293  
(See Advertisement This Page)

PENNEY J & GO INC  
5th & Market DO uglas 2-0406

**PFAFF-DISTRIBUTOR**

PFAFF SEWING MACHINE AGENCY  
1131 Mission MA rket 1-9877

**DEALERS**  
A C SEWING MACHINE CO  
1147 Mission MA rket 1-6660  
ECONOMY SEWING MACHINE STORE  
2163 Mission KL onlike 2-0230  
PENNEY J C CO INC  
5th & Market DO uglas 2-0406  
SEWING CENTER SUNSET  
2305 Irving SE abright 1-5300

Pfaff Sewing Agcy 1131 Mission MA rket 1-9877  
RAYOLIFF SEWING MACHINE & APPLIANCE CO  
1131 Taraval SE abright 1-2366

**ROGER & CO**

Anker-Adler-Pfaff-Necchi  
2367 Mission AT water 2-6711  
(See Advertisement Page 645)

Good party-line neighbors are considerate party-line users. Remember these golden rules:

- Space your calls instead of making several without a break.
- Talk only as long as necessary on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear before you dial.
- Ask your youngsters to be considerate, too.

**Sewing Machines-Domestic- (Cont'd)**

ROWE ARTHUR 1623 Polk GR ayston 4-7772  
(See Advertisement Page 646)

**ROYAL SEWING MACHINES**

Anker - Royal  
Necchi - Viking - Elna  
USE THE ROYAL  
EASY SHOPPING SERVICE  
call  
VA lencia 6-2145  
SALES SERVICE  
REPAIRS - ELECTRIFICATION  
"The Volume Dealer"  
2871-24th VA lencia 6-2145  
24-Hour Service SU tter 1-4425

**SEWING CENTER SUNSET**

2305 Irving SE abright 1-5300  
(See Advertisement Page 648)  
Sewing Machine Exchange The  
A Stalowitz Proprietor  
1131 Mission MA rket 1-9877  
(See Advertisement Page 648)  
Sewing Machine Factors  
366 Golden Gate Av PR ospect 6-0354  
(Continued Next Page)

**FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE**

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

**RENT A SEWING MACHINE**  
Specializing in Rentals  
SINGERS & WHITES  
ELECTRIC PORTABLES  
Oliver Sewing Machine Co.  
Call **JUNIPER 4-9293**

**FAST SERVICE**  
**SINGER-WHITE REPAIR**  
Domestic & Industrial  
ALL MAKES  
• FREE Pick-up and Delivery  
• All Work Guaranteed  
• Rebuild - Rented - Electrified  
• NEW & USED SALES - RENTALS  
Call  
**ATwater 2-5568**  
Raymond Mulligan  
Repairing is Our Business Not a Side Line  
521 Clipper  
"OVER 20 YRS. EXPERIENCE"  
**DAY & EVENINGS**

**SINGER**

**PORTABLE ELECTRIC REBUILT SEWING MACHINES**  
AND ALL OTHER MAKES  
BOUGHT • SOLD • RENTED

Make your old treadle into a beautiful modern convenient portable electric  
A REAL VALUE ONLY...  
**\$29.95**  
BUDGET TERMS  
SERVICE, REPAIRS AND PARTS FOR ALL MAKES  
Distributors for Champion, Atlas, Regent, the famous Anker and other Zig Zag Machines

All Work Guaranteed  
FREE HOME TRIAL  
FREE INSTRUCTIONS  
FREE PICKUP AND DELIVERY

**ATLAS SEWING MACHINE CO**  
CALL DAY OR NIGHT **ATwater 8-1098**  
2827 MISSION STREET - NEAR 24TH

**SINGER SEWING MACHINES**  
Sales and Service  
Repairs and Rentals  
Call only  
**SINGER SEWING MACHINE CO.**  
1011 Market - MArket 1-3320  
1729 Fillmore - WEst 1-7171  
2417 Mission - VA lencia 4-8624  
59 Grant Ave. - GA rfield 1-8679

**FOR YOUR PROTECTION**  
Singer Sewing Machine Co. continues its long-time policy of selling its machines only through Singer Sewing Centers identified by the famous Red "S" trade-mark on the window - never through department stores or other sewing machine dealers.

**SINGER VACUUM CLEANERS**