



# 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 - VAencia 4-8624  
59 Grant Ave. - GAfield 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**

### Sewing Machines—Domestic —(Cont'd)

**KENMORE SEWING MACHINES**

NOBODY, nobody, but "Sears" can give authorized service for Sears Home Appliances. We have factory approved trained specialists using only factory approved parts.

**"WHERE TO CALL"**

**AUTHORIZED SERVICE**

**SEARS ROEBUCK & CO**  
Army & Indiana ..... VAencia 6-2000

**SALES**

Sears Roebuck & Co  
Geary Blvd & Masonic Av. .... JOrdn 7-7360  
Mission & Army ..... VAencia 4-2400

**NECCHI SEWING MACHINES**

Without attachments — blindstitches hems, sews on buttons, sews zig-zag, makes buttonholes, mends, darns, monograms and embroiders. In console, cabinet and portable models.

**"WHERE TO BUY THEM"**

**DISTRIBUTOR**

**NECCHI SEWING MACHINE DISTRS**  
OF S'F 135-9th ..... KLondike 2-1383

**DEALERS**

**A & S SEWING MACHINE CO** MA rket 1-6660  
1147 Mission  
**DART APPLIANCE STORES INC** PRespect 6-4500  
1318 Polk  
**DEL MAR SEWING MACHINE CO** MI ssn 7-5143  
3230 Mission  
**ECONOMY SEWING MACHINE STORE** KLondike 2-0230  
2163 Mission  
**HOUSE OF KARLSON** 130-10th. UNdrhl 3-3640  
**PENNEY J & CO INC** 5th & Market ..... DOuglas 2-0406

### Sewing Machines—Domestic —(Cont'd)

**NEW HOME SEWING MACHINES**

Tangle-Free Stitching Action  
Sews Forward and Reverse  
Sews Over Pins and Seams  
Full Rotary, Gear Driven  
Made in America Since 1860

**NEW HOME**

**"WHERE TO BUY IT"**

**FACTORY BRANCH**

**NEW HOME SEWING MACHINE CO THE**  
2163 Mission ..... KLondike 2-0230

**WHOLESALE DISTRIBUTOR**

**THOMSON-DIGGS CO THE**  
1355 Market ..... HEmlck 1-5433

**DEALERS**

**CENTRAL APPLIANCE CO** MI ssn 8-2774  
3158 Mission  
**COHEN'S I S SON** 149 Turk. GRayston 4-2713  
Schudel's Furniture & Varieties  
83 Leland Av. .... DElaware 3-4490

Oliver Sewing Machine Co  
233 Chester Av. .... JU niper 4-9293  
(See Advertisement Page 683)

**PENNEY J & CO INC**  
5th & Market ..... DO uglas 2-0406  
(Continued Next Page)

For speed and accuracy on your dial calls, listen first for the dial tone. Dial each letter and digit carefully, drawing the dial all the way to the finger stop. Lift your finger each time to let the dial return to position naturally.

### Sewing Machines—Domestic —(Cont'd)

**PFaff SEWING MACHINES**

PFaff with the exclusive DIAL-A-STITCH sews on buttons, monograms, makes buttonholes, sews zig-zag, darns — Without Attachments.

- Lifetime Guarantee
- Nationwide Repair Service
- World Famous Since 1862

**"WHERE TO BUY IT"**

**DISTRIBUTOR**

**PFaff SEWING MACHINE AGENCY**  
1131 Mission ..... MA rket 1-9877

**DEALERS**

**COHEN'S I S SON** 149 Turk. GRayston 4-2713  
**ECONOMY SEWING MACHINE STORE** 2163 Mission ..... KLondike 2-0230  
**HOUSE OF KARLSON** 130-10th. UNdrhl 3-3640  
**INDUSTRIAL SEWING MACHINE CO** 1117 Mission ..... VAencia 4-8624  
**PENNEY J & CO INC** 5th & Market ..... DO uglas 2-0406  
**ROWE ARTHUR** 1623 Polk. GRayston 4-7772  
**WEINSTEIN CO DEPT STORE** 1041 Market ..... UNdrhl 1-5500

Pfaff Sewing Agency 1131 Mission. MA rket 1-9877

**ROGER & CO**  
Anker-Adler-Pfaff-Mecchi  
2367 Mission ..... ATwater 2-6711  
(See Advertisement Page 680)

**ROWE ARTHUR**  
Known for Service Since 1937  
1623 Polk ..... GRayston 4-7772  
(See Advertisement Page 681)

**ROYAL APPLIANCE CO**  
2827 Mission ..... ATwater 2-9889  
Royal Sewing Machines 2891-24th. ATwater 2-9600  
Sewing Machine Exchange The  
A Stelowitz Proprietor  
1131 Mission ..... MA rket 1-9877  
(See Advertisement This Page)

**SEWING MACHINE FACTORS**  
Wholesale-Importers  
386 Golden Gate Av. .... PRospect 6-0354

**SEWING MACHINE MART THE**  
1356 Market ..... UNdrhl 1-5484  
Sewmaster Sewing Machines  
3242-16th ..... MA rket 1-1050

### Sewing Machines—Domestic —(Cont'd)

**Singer Sewing Machine Company**  
Auditing Dept 47 Kearny ..... YU ton 6-5942  
Store 1729 Fillmore ..... WE st 1-7171  
Store 59 Grant Av. .... GAfield 1-8679  
Store 1011 Market ..... MA rket 1-3320  
Store 2417 Mission ..... VAencia 4-8624  
Store 2417 Mission ..... VAencia 4-8624

**SINGER SEWING MACHINES**

**CAUTION**

SINGER sells its machines ONLY through SINGER SEWING CENTERS identified by the famous Red "S" on the window. NEVER through dealers or department stores.

**"WHERE TO BUY IT"**

**SEWING CENTERS**

Singer Sewing Machine Company  
Store 1011 Market ..... MA rket 1-3320  
Store 1729 Fillmore ..... WE st 1-7171  
Store 2417 Mission ..... VAencia 4-8624  
Store 59 Grant Av. .... GA rld 1-8679

**INDUSTRIAL MACHINES**

Singer Sewing Machine Company  
509 Mission ..... DO uglas 2-7782

Star Appliances 2886 Mission ..... ATwater 2-9080

**VIKING SEWING MACHINES**

SEW WITHOUT ATTACHMENTS  
Button, Buttonholes, Embroidery, Monogramming, Twenty-nine other sewing operations.

**FINEST SWEDISH STEEL**

**"WHERE TO BUY THEM"**

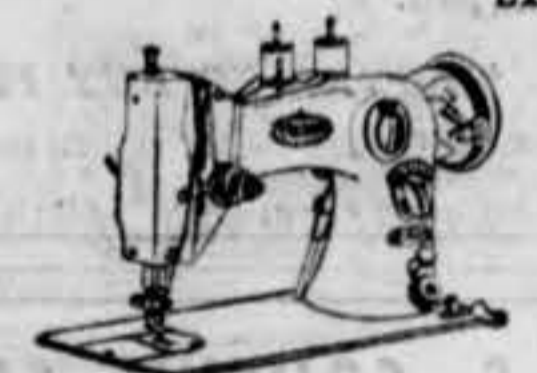
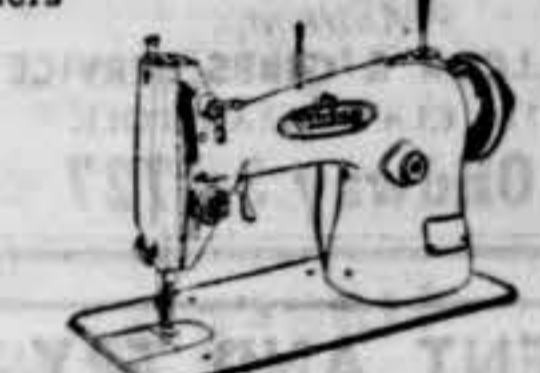
**APPAREL CITY SEWING MACHINE CO**  
See Our Ad This Classification  
1147 Mission ..... MA rket 1-6660

**ROWE ARTHUR**  
See Our Ad This Classification  
1623 Polk ..... GRayston 4-7772  
(Continued Next Page)



**VIKING**  
"The Royal Family Sewing Machine"

TRADE MARK  
MADE IN SWEDEN  
Exclusive Dealers

**ZIG ZAG MODEL**  
1 OR 2 NEEDLES  
25 YEAR GUARANTEE

- APPLIQUES
- BUTTONS
- BUTTONHOLES
- EMBROIDERY
- ELASTIC
- BASTING
- EYELETS
- QUILTING
- BUTTONS
- OVERCASTING
- LACE
- PIN TUCKING
- BUTT SEAMING
- SHOCKING
- MONOGRAMMING
- CORDING

**SPEED - 4000**  
**STITCHES PER MINUTE**

Reverse Stitch  
All Gear Driven  
FINEST SWEDISH STEEL  
USES ALL STANDARD PARTS & NEEDLES  
INDUSTRIAL DIVISION

**ARTHUR ROWE**  
GRaystone 4-7772  
1623 POLK ST.

**AC SEWING MACHINE CO.**  
MARKET 1-6660  
1147 MISSION ST.

SERVING SAN FRANCISCO OVER 1/4 CENTURY



# NECCHI

"The Miracle Sewing Machine"

SALES - REPAIRS

- ✓ LIBERAL TRADE-INS
- ✓ CONVENIENT BUDGET TERMS
- FREE HOME DEMONSTRATION

- ✓ Sews on Buttons
- ✓ Makes Buttonholes
- ✓ Embroiders
- ✓ Blind Stitches Hems
- ✓ Monograms
- ✓ Appliques
- ✓ Darns
- ✓ Mends



SEWING MACHINE RENTALS \$3.00 per month.

Phone  
**KLondike 2-0230**

**ECONOMY**  
Sewing Machine Store  
2163 MISSION ST.  
Between 17th & 18th Streets

SERVING SAN FRANCISCO FOR OVER 1/4 CENTURY

AUTHORIZED DEALER FOR  
The Amazing World Famous



# MAGIC-DIAL SEWING MACHINE

WITH BUILT-IN  
ZIG-ZAG ATTACHMENT

SINCE 1862

NEEDS NO ATTACHMENTS

YET DOES ALL YOUR SEWING JOBS

**KLondike 2-0230**

- MAKES BUTTONHOLES
- DOES MONOGRAMS & APPLIQUES, MENDS
- SEWS BUTTONS
- 11 MACHINES IN ONE

**ECONOMY SEWING MACHINE STORE**  
2163 MISSION ST. (Bet. 17th - 18th Sts.)

—FEATURING—  
THE AMAZING WORLD FAMOUS

# PFaff MAGIC-DIAL SEWING MACHINE

WITH BUILT-IN  
ZIG-ZAG ATTACHMENT

Will Do Many Types of Special & Fancy  
Stitching Operations - Makes Button-holes, Sews on Buttons, Embroidery Work, Monogramming, Etc.

The Sewing Machine Exchange  
A. STOLOWITZ, Prop.

**WHOLESALE DISTRIBUTOR**  
1131 MISSION ST., Bet. 7th & 8th Sts. MA rket 1-9877  
FREE PARKING REAR OF OUR STORE



## SEWING MACHINES

"FREE HOME DEMONSTRATIONS"

NEW & REBUILT  
SALES - RENTALS - REPAIRS  
TREADLE MACHINES ELECTRIFIED

PORTABLES  
Champion  
Singer  
White  
Free - Westinghouse  
Guaranteed Repairs

CONSOLES  
PHONE  
PRespect 6-4308



Authorized Anker Sales & Service  
**APPLIANCE MART**  
448 LARKIN SAN FRANCISCO

RENT A SEWING MACHINE

Specializing in Rentals  
SINGERS & WHITES  
ELECTRIC PORTABLES

Oliver Sewing Machine Co.

Call  
**JUNIPER 4-9293**



## SINGER PORTABLE ELECTRIC SEWING MACHINES

WHITE - NEW HOME - DOMESTIC - ETC.  
And All Nationally Known Makes

BEAUTIFULLY REBUILT  
GUARANTEED 5 YEARS  
LIBERAL TRADE-INS

**\$2950**  
and up

SALES - SERVICE - REPAIRS  
CALL FOR FREE HOME DEMONSTRATION

Phone PRespect 6-4500  
**DART** 1318 POLK ST.  
APPLIANCE STORES INC.