



**WORLD'S MOST ADVANCED CABINET MACHINE**

SEWS ON BUTTONS  
MAKES BUTTON HOLES  
EMBROIDERS  
BLINDSTITCH HEMS  
MONOGRAMS

No Attachments  
LIFETIME GUARANTEE

Over 2000 Dealers in  
1000 Cities in the U. S.



**WORLD'S MOST ADVANCED PORTABLE MACHINE**

SEWS ON BUTTONS  
MAKES BUTTON HOLES  
OPEN ARM FOR DARNING  
ONE OR TWO NEEDLES

The Machine With the Magic Discs -  
Sews Automatically

For Free Demonstration. See  
Your Necchi - Elna Dealer To-Day

LIFETIME GUARANTEE

**NECCHI SEWING MACHINE DISTRIBUTORS of S. F.**  
**ELNA DISTRIBUTORS of S. F.**

155-9th St. Klondike 2-1383

# NECCHI • ELNA

AUTHORIZED  
SAN FRANCISCO DEALER

- ★ Top Trade-In Allowances
- ★ Easy Terms
- ★ Free Sewing Lessons
- ★ Free Home Trial

- ★ Rentals \$4 Per Month
- ★ Free Pick-Up & Delivery
- ★ We Repair All Makes

Call  
**UNderhill 3-5885**

OPEN MONDAY & FRIDAY NIGHTS TILL 9 P.M.



**NECCHI-ELNA  
SEWING CIRCLE**

2163 MISSION BETWEEN  
17th & 18th STS.



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

#### ELNA SEWING MACHINES

Before you buy, see the AUTOMATIC ZIG-ZAG Sewing machine. Without touch of finger makes buttonholes, sews on buttons, and does fancy stitching. You must see it to believe it!

**"WHERE TO BUY THEM"**

DISTRIBUTOR

ELNA DISTRIBUTORS OF S F INC  
155-9th Klondike 2-1383

DEALERS

APPAREL CITY SEWING MACHINE CO  
1147 Mission MA rket 1-6660

CITY OF PARIS  
Geary & Stockton DOuglas 2-4500

DEL MAR SEWING MACHINE CO  
3230 Mission MI ssn 7-5143

GIORGIO BROS  
312 Baden Av S S F JU no 8-4621

GUGLIELMO FURNITURE & APPLIANCES  
CO 621 Mission EXbrk 2-6424

HALE'S APPLIANCE STORE  
753 Market SU ttr 1-8000

HALE'S APPLIANCE STORE  
2565 Mission AT wtr 2-5521

HALE'S DEPT STORES  
867 Market SU ttr 1-8000

NECCHI-ELNA SEWING CIRCLE  
2163 Mission UN drhl 3-5885

PENNEY J C CO INC  
5th & Market DOuglas 2-0406

STRAND SERVICE THE  
1401-18th MI ssn 7-5611

TONNA & FENECH FURNITURE CO  
2555 San Bruno Av JU npr 7-6078

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#### NECCHI-ELNA SEWING CIRCLE

2163 Mission UN drhl 3-5885  
(See Advertisement This Page)

Necchi Sewing Machine Distributors of S F Inc  
155-9th Klondike 2-1383  
(See Advertisement This Page)

#### 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 DISTRIBUTORS OF S F INC  
155-9th Klondike 2-1383

DEALERS

APPAREL CITY SEWING MACHINE CO  
1147 Mission MA rket 1-6660

CITY OF PARIS  
Geary & Stockton DOuglas 2-4500

DART APPLIANCE STORES INC  
1318 Polk PRospect 6-4500

DEL MAR SEWING MACHINE CO  
3230 Mission MI ssn 7-5143

GIORGIO BROS  
312 Baden Av S S F JU no 8-4621

GORDON & HILL FURNITURE CO  
2001 Van Ness Av PRospect 6-1380

GUGLIELMO FURNITURE & APPLIANCES  
CO 621 Mission EXbrk 2-6424

HALE'S APPLIANCE STORES  
753 Market SU ttr 1-8000

HALE'S APPLIANCE STORES  
2565 Mission AT wtr 2-5521

HALE'S BROS DEPT STORES  
867 Market SU ttr 1-8000

HOUSE OF KARLSON 130-10th UN drhl 3-3640

NECCHI-ELNA SEWING CIRCLE  
2163 Mission UN drhl 3-5885

PENNEY J C CO INC  
5th & Market DOuglas 2-0406

STRAND SERVICE THE  
1401-18th MI ssn 7-5611

TAIYO TRADING CORP  
1656 Post JO rdn 7-1221

TONNA & FENECH FURNITURE CO  
2555 San Bruno Av JU npr 7-6078

(Continued Next Page)

## RENT A SEWING MACHINE

Specializing in Rentals  
SINGERS - WHITES & DOMESTIC  
CITY-WIDE SERVICE


Oliver Sewing Machine Co.

Call  
**JUNIPER 4-9293**

## SEE THE FABULOUS NEW PFAFF AUTOMATIC

Consult the "Where to Buy It" List  
for your nearest authorized Pfaff Dealer

WORLD FAMOUS  
SINCE 1862



LIFE TIME  
GUARANTEE

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

#### NEW HOME SEWING MACHINES—

DEALER

CENTRAL APPLIANCE CO  
2806 Mission MI ssn 8-2774

Oliver Sewing Machine Co  
233 Chester Av. JU npr 4-9293  
(See Advertisement Page 676)

PENNEY J C CO INC 5th & Market DOuglas 2-0406

Pfaff Sewing Machine Agency  
1131 Mission MA rket 1-9877

#### 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

DEALER

PENNEY J C CO INC  
5th & Market DOuglas 2-0406

Sewing Machine Exchange The  
A Stoloritz Proprietor  
1131 Mission MA rket 1-9877

#### SEWING MACHINE FACTORS

Wholesale-Importers  
386 Golden Gate Av. PR ospect 6-0354

#### SINGER SEWING MACHINES

SINGER sells and services its products only through SINGER SEWING CENTERS, never through dealers or department stores. Look for the famous Red S on the window of your nearest SINGER SEWING CENTER.

**"WHERE TO CALL"**

Singer Sewing Machine Company  
Store 1729 Fillmore. WE st 1-7171  
Store 1011 Market. MA rket 1-3320  
Store 2417 Mission. VA lencia 4-8624  
Store 59 Grant Av. GA rdn 1-8679  
Store 28 Stonestown. MOntrse 4-1040

INDUSTRIAL MACHINES

Singer Sewing Machine Company  
569 Mission DOuglas 2-7782

#### VIGORELLI SEWING MACHINES—

WEINSTEIN CO DEPT STORE  
1041 Market UN drhl 1-5500

#### VIKING SEWING MACHINES—

INDUSTRIAL SEWING MACHINE CO  
1112 Mission UN drhl 3-4233

Weinstein Co Dept Store  
Necchi-Elna-Pfaff-Anker-Vigorelli  
New-Used-Sales-Rentals-All Makes  
1041 Market UN drhl 1-5500

Wheeler & Wilson Sewing Machine Co  
1011 Market. MA rket 1-3320

#### WHITE SEWING MACHINES

Call only an authorized dealer listed below. Factory authorized repairs and service. Genuine White parts.

**White  
SEWING MACHINES**

**"WHERE TO BUY IT"**

Emporium The 835 Market. YU kon 2-1111  
Emporium The 1 Stonestown. SE abright 1-2222  
Macy's San Francisco  
Stockton & O'Farrell. SU ttr 1-1800

#### WILLCOX & GIBBS SEWING MACHINE CO AGCY

1112 Mission UN drhl 3-4233

TO PAINT SCREENS

To paint a screen, or cover it with insect repellent, fasten a piece of old carpet to a block of wood. By using this implement instead of a brush, you will save lots of time and avoid lots of splattering.

## NECCHI • VIGORELLI • ELNA • MORSE White • Singer • Domestic • New Home

AND OTHER NATIONALLY KNOWN BRANDS

**NEW • REBUILT • USED • RENTALS**

Straight Sewers & Zig Zags - Consoles & Portables  
Prices from \$17.50 - Rentals from \$4.00 Mo.  
All Guaranteed - Liberal Trade-Ins

Call for Free Home Trial

# DART PROspect 6-4500

1318 POLK ST.  
Call Day or Nite

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SEW AND ENJOY IT WITH AN

## ADLER AUTOMATIC SEWING MACHINE

93 Yrs. Unsurpassed Performance  
3 MACHINES IN ONE

- STRAIGHT SEWER
- ZIG-ZAG
- AUTOMATIC

Portable & Fine Cabinets

Mission 8-0215  
We Repair All Makes



USED & REBUILT MACHINES - REASONABLE

## ADLER SEWING CENTER

2367 MISSION STREET

### SALES - REPAIRS

ADLER - AUTOMATIC ZIG ZAG  
DOMESTIC ROTARY  
Authorized Dealer

SEWING MACHINE CABINETS  
REPAIRS & RECONDITIONED

- Anker - Haid & Neu
- Free-Westinghouse
- Singer
- White
- New Home
- Necchi
- Pfaff
- All Jap Models

We electrify all makes  
Parts & Service Guaranteed by

**CENTRAL APPLIANCE CO.**  
Mission 8-2774  
2806 MISSION Our 11th Year  
Liberal Trades - Monthly Terms

### CURTIS SEWING MACHINE CO.

Authorized Domestic Dealer  
SPECIALIZING IN RENTALS

REPAIRING & ELECTRIFYING  
ALL MAKES

White - Kenmore - Domestic - Singer  
National - Graybar  
Western Electric - New Home

All Work Personally Supervised  
It Costs No More to Have  
Dependable Guaranteed Service

Authentic  
**WILLCOX & GIBBS SERVICE**  
1829 POLK - NEAR JACKSON  
**ORdway 3-1727**  
If no answer call ORdway 3-0481

### EMPIRE SEWING MACHINE SUPPLY CO.

WHOLESALE DISTRIBUTOR

- Supplies
- Accessories
- Cabinets

ALL MAKES

AUTHORIZED SERVICE STATION  
Free - New Home - National

PHONE  
**ATwater 2-8890**

1065 VALENCIA SAN FRANCISCO

### SEWING MACHINES

"Free Home Demonstrations"

NEW & REBUILT

Sales - Rentals - Repairs

TREADLE MACHINES REPAIRED  
PORTABLES - CONSOLES

- MORSE
- CHAMPION
- SINGER
- WHITE
- REMINGTON
- REGENT
- ANKER

**PRospect 6-4308**

## APPLIANCE MART

448 LARKIN ST. SAN FRANCISCO

### Sewing Machines—Industrial

A C SEWING MACHINE CO  
American Safety Table Equip  
Electric Motors & Stands  
1147 Mission MA rket 1-6660

AMERICAN BLIND STITCH MACHINE CO AGCY  
1112 Mission UN drhl 3-4233

APPAREL CITY SEWING MACHINE CO  
COMPLETE FACTORIES  
BOUGHT - SOLD  
RENTED - REPAIRED  
1147 Mission MA rket 1-6660

BONIS FUR MACHINES—  
SEWING MACHINE EXCHANGE THE  
1131 Mission MA rket 1-9877

CHANDLER MACHINE CO AGCY  
1112 Mission UN drhl 3-4233

HANDY BUTTON MACHINES—  
SEWING MACHINE EXCHANGE THE  
1131 Mission MA rket 1-9877

HONIG S SUPPLY CO  
New-Used-Bought-Sold-Repaired-Rented  
1844 Geary WE st 1-7748

INDUSTRIAL SEWING MACHINE CO  
1112 Mission UN drhl 3-4233

LEWIS BLINDSTITCH MACHINE—  
APPAREL CITY SEWING MACHINE CO  
1147 Mission MA rket 1-6660

MAIMIN CLOTH CUTTERS—  
APPAREL CITY SEWING MACHINE CO  
1147 Mission MA rket 1-6660

MAN-SEW—  
INDUSTRIAL SEWING MACHINE CO  
Sew-Pink & Ruffing Attachments  
1112 Mission UN drhl 3-4233

MERROW OVEREDGER—  
APPAREL CITY SEWING MACHINE CO  
1147 Mission MA rket 1-6660

Metropolitan Sewing Machine Co Agcy  
1112 Mission UN drhl 3-4233

Reece Corporation The 45-2d DOuglas 2-4890

SEWING MACHINE EXCHANGE THE

All Classes of  
Power Machines for  
the Manufacturing Trade

MACHINES BOUGHT - SOLD  
RENTED - REPAIRS  
SUPPLIES - SERVICES

A. Stoloritz - Prop.

1131 Mission MA rket 1-9877

SINGER SEWING MACHINE CO  
Factory Sewing Machines  
Electric Motors  
Power Tabling  
569 Mission DO uglas 2-7782

Stein L M Co 1147 Mission UN drhl 1-5934

Union Special Machine Co  
1275 Mission UN drhl 1-1580

U S BLINDSTITCH MACHINES—  
SEWING MACHINE EXCHANGE THE  
1131 Mission MA rket 1-9877

WILLCOX & GIBBS SEWING MACHINE  
CO AGCY 1112 Mission UN drhl 3-4233

### Sewing Machines—Parts & Supplies, Whse & Mfrs

Apparel City Sewing Machine Co  
Motors-Needles-Machines For Export  
1147 Mission MA rket 1-6660

CURTIS SEWING MACHINE CO  
FOR EXPORT  
Specializing in Willcox-Gibbs  
Sewing Machines - Family Chain-Stitch  
1829 Polk ORdway 3-1727

Elna Distributors of SF Inc  
155-9th Klondike 2-1383

MORSE SEWING MACHINE & SUPPLY CO  
OF CALIF INC  
2901 El Monte Av Oakland Lcthrn 8-5025

Necchi Sewing Machine Distributors of S F Inc  
155-9th Klondike 2-1383

Sewing Machine Factors  
386 Golden Gate Av PRospect 6-0354

Sewing Machine Factors  
386 Golden Gate Av PRospect 6-0354