

NECCHI **ELNA**

World's first and most advanced **AUTOMATIC** sewing machines

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

LIGHTEST WEIGHT PORTABLE

From first seam to final trim, these sewing machines do every stitch of the work—sew on buttons, make buttonholes, mend and darn . . . monogram and embroider . . . blindstitch hems . . . sew zig-zag and straight.

ALL WITHOUT ATTACHMENTS.

RENT A **NECCHI** **\$5 a month**

Ivanhoe 7-3215

Rent Other Makes for **\$3 a month**

APPLY RENT ON PURCHASE OF ANY MAKE

Authorized Dealer
NECCHI SEWING CENTER
DEL PASO MANOR SHOPPING CENTER
2422 MARYAL DR.

ADLER

SERVICE and PARTS for all make **SEWING MACHINES**

Dial **GI lbert 2-7665**

RENTALS
\$4 a Month \$2 a Week APPLY RENT ON PURCHASE

ONE DAY REPAIR SERVICE ON ALL MAKES

FREE ESTIMATES
ALL WORK-GUARANTEED

SEWING MACHINE CENTER
1021 J STREET

Sewing Machines—Household—(Cont'd)

NORTH SACTO SEWING CENTER
1806 Del Paso Blvd N Sacto. Wabash 5-5146
(See Advertisement This Page)

Oak Park Sewing Machine Repair Shop
3661-4th Av. HI lcrest 5-3376

Pacific Appliance Co 912-7th GI lbert 3-1904
(See Advertisement Page 407)

Pfaff Sewing Machine Co 1022 J. HUDson 4-1683

PPAFF SEWING MACHINES

PPAFF with the exclusive DIAL-A-STITCH sews on buttons, monograms, makes buttonholes, sews zig-zag, darts Without Attachments.

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

"WHERE TO BUY IT"

SACRAMENTO SEWING MACHINE CO
1022 J. HUDson 4-1683

SACRAMENTO SEWING MACHINE CO
1022 J. HUDson 4-1683
(See Advertisement Page 407)

SEWING MACHINE CENTER 1021 J GI lbert 2-7665
(See Advertisement Page 407)

SEWING MACHINE MART
1332 Del Paso Bl N Sacto. WAbsh 5-3089
(See Advertisement Page 407)

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Here's how you may be sure of getting your party more often when you dial.

1. Look up your number in the latest directory.
2. Listen for the steady hummmm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

NORTH SACTO SEWING CENTER

MACHINES

• Adler Zig-Zag • Domestic
• Sewmor • Bel-Air

ALL MAKES OF ZIG-ZAG SINGER & WHITE REBUILTS

RENTALS REPAIRS

Call **Wabash 5-5146**

1806 DEL PASO BLVD.
NORTH SACRAMENTO

Sewing Machines—Household—(Cont'd)

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 Co 1011 K. HUDson 1-3166
Singer Sewing Machine Co 3356 El Camino Av. N Sacto. IVnho 9-7614

TOWN & COUNTRY FURNITURE IVnho 9-5372
2901 Marconi Av.

UNITED SEWING MACHINE & VACUUM CLEANER CO
Sales & Service 1011 J. GI lbert 3-6065

WHITE SEWING MACHINES

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

"WHERE TO BUY IT"

Male Bros 9th & K. GI lbert 2-7871

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

SEWING MACHINES

See the Stitch Before You Sew!
EMBROIDER, BLIND-HEM, DARN, BUTTONHOLES, AND SEW ON BUTTONS
ALL WITHOUT ATTACHMENTS

The Only Sewing Machine that Pictures Your Stitch on a Screen Before You Start to Sew
SIX GREAT MODELS TO CHOOSE FROM

Replacement of Refund of Money
GUARANTEED BY GOOD HOUSEKEEPING
If Not As Advertised Therein

PARTS & REPAIRS
For All Makes & Models
All Work Guaranteed

NEW & USED ELECTRIC PORTABLES \$29.50 - UP

Morse Republic White
Commodore Frasier Domestic
Mercury Singer Free Westinghouse

RENTALS -
PACIFIC APPLIANCE CO.
GI lbert 3-1904
912-7th SACRAMENTO

see the fabulous **PPAFF** **AUTOMATIC**

SACRAMENTO SEWING MACHINE CO.
1022 JAY

HUDson 4-1683

RENTALS SINGER • WHITE PFAFF

Ask About Rental Purchase Plan

REPAIRS ONE-DAY SERVICE

SINGER - WHITE
Many Others - New and Used

FREE PARKING IN REAR

THE WORLD'S FIRST FULLY AUTOMATIC ROBOT SEWING MACHINE

← sew all of this
needs no attachments

VIGORELLI SEWING MACHINES

Custom Built in Italy

as simple as ABC to do...

Makes button holes - sews on buttons - zig-zags, embroiders blind stitches and performs 85 other types of stitches in addition to plain sewing.

SEWING MACHINE MART
WAbash 5-3089
4332 DEL PASO BLVD. NO. SACRAMENTO

Sewing Machines—Parts & Supplies Whole & Mfr

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

Sewing Machines—Renting

NORTH SACTO SEWING CENTER
1806 Del Paso Bl N Sacto. WAbsh 5-5146

SACRAMENTO SEWING MACHINE CO

PPAFF - SINGER & WHITE
Portable, Electric, Sewing Machines for Rent
Available Immediately
Ask About Our Rental Purchase Plan
Only Authorized Pfaff Dealer

1022 J. HUDson 4-1683

SEWING MACHINE CENTER
NECCHI \$5 PER MONTH
SINGER & WHITE \$4 PER MONTH
NO WAITING
APPLY RENTAL TO PURCHASE

1021 J. GI lbert 2-7665

Sewing Machines—Repairing

A-1 Sewing Machine Repair
615 Grand Av Del Paso Hgts. WAbsh 2-2441

BOULEVARD APPLIANCE
2911 Fair Oaks Bl Carmichael. IVnho 9-2161

Moore's Sewing Machine Exchange
2926-35th. HI lcrest 6-4951

NORTH SACTO SEWING CENTER
1806 Del Paso Bl N Sacto. WAbsh 5-5146

OAK PARK SEWING MACHINE REPAIR SHOP
Wm. Kethner, Mgr.

REPAIRING - RENTING
All Makes - Singer - White - Standard - etc.
NEW & USED SEWING MACHINES
Renting By The Month
Prompt Pick-Up & Delivery

3661-4th Av. HI lcrest 5-3376

SACRAMENTO SEWING MACHINE CO

PPAFF - SINGER & WHITE
ALL MAKES REPAIRED ONE DAY SERVICE

Parts & Supplies for All Makes

1022 J. HU dson 4-1683

SEWING MACHINE CENTER
Adler - Necchi - Singer
White - New Home & Other Makes
ONE DAY SERVICE
Free Estimates

1021 J. GI lbert 2-7665

SEWING MACHINE MART
LET US ELECTRIFY YOUR OLD MACHINE
If We Can't Fix "Em" They Can't Be Fixed
1332 Del Paso Bl N Sacto. WAbsh 5-3089

White Sewing Machine Co 9th & K. GI lbert 2-7871

Shakes-See Shingles & Shakes

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone or the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.