



# 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 - Valencia 4-8624  
59 Grant Ave. - Garfield 1-8679  
28 Stonestown - Montrose 4-1040

**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.



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

**NECCHI SEWING MACHINES**

Without attachments - blindstitches hems, sews on buttons, sews zig-zag, makes buttonholes, mends, darts, 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 Markt 1-6660  
**DART APPLIANCE STORES INC.** 1318 Polk PRospect 6-4500  
**DEL MAR SEWING MACHINE CO.** 3230 Mission Mt San 7-5143  
**ECONOMY SEWING MACHINE STORE** 2163 Mission KLondike 2-0230  
**GORDON & HILL FURNITURE CO.** 2001 Van Ness Av PRospect 6-1380  
**GUGLIELMO FURNITURE APPLIANCES CO.** 423 Mission EXork 4-4242  
**HALE'S BROS DEPT STORES** 867 Market SUttr 1-8000  
**HOUSE OF KARLSON** 130-10th UNderhill 3-3640  
**PENNEY J C CO INC** 515 & Market DOuglas 2-0406  
**SEWING MACHINE MART THE** 1356 Market UNderhill 1-5484  
**WEST PORTAL SEWING MACHINE CO.** 159 W Portal Av OVRind 1-6150

**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

"WHERE TO BUY IT"

DISTRIBUTOR  
**THOMPSON & HOLMES LTD**  
650-2d EXork 2-8154

DEALERS

**CENTRAL APPLIANCE CO.** 2806 Mission MIssn 8-2774  
Schneider's Furniture & Varieties 83 Leland Av DE lware 3-4490  
Oliver Sewing Machine Co 233 Chester Av JU niper 4-9293  
(See Advertisement Page 700)  
**PENNEY J C CO INC** 5th & Market DOuglas 2-0406  
Pfaff Sewing Machine Agency 1131 Mission MArkt 1-9877  
(Continued Next Page)

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? Simply call the Business Office of the telephone company and ask for the Directory Advertising Representative. He will help you plan a sales-building message.

If you want to know how Classified Telephone Directory advertising can help solve your marketing problems, call our nearest Business Office and we will be glad to give you full information.

**SERVING SAN FRANCISCO OVER 1/4 CENTURY**



# NECCHI Elna...

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**



# MAGIC-DIAL SEWING MACHINE

WITH BUILT-IN ZIG-ZAG ATTACHMENT

NEEDS NO ATTACHMENTS

YET DOES ALL YOUR SEWING JOBS

KLondike 2-0230

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

## ECONOMY SEWING MACHINE STORE

2163 MISSION ST. (Bet. 17th - 18th Sts.)

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

**PFAFF SEWING MACHINES**

PFAFF 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"

DISTRIBUTOR  
**PFAFF SEWING MACHINE AGENCY**  
1131 Mission MArkt 1-9877

DEALERS

**ARTHUR ROWE** 1623 Polk GRaystn 4-7772  
Bories Radio & Television 4025 Judah OVRind 1-9569  
**CENTRAL APPLIANCE CO.** 2806 Mission MIssn 8-2774  
**ECONOMY SEWING MACHINE STORE** 2163 Mission KLondike 2-0230  
**PENNEY J C CO INC** 5th & Market DOuglas 2-0406  
**SEWING MACHINE MART THE** 1356 Market UNderhill 1-5484  
West Portal Sewing Machine Co 159 West Portal Av OVRind 1-6150

**PHOENIX SEWING MACHINES**

ONE LEVER CONTROL WITHOUT ATTACHMENTS  
Embroiders, Monograms, Sews on Buttons, Darns, Sews forward or reverse. Full Rotary with exclusive NON-CLOG feature. For Free Demonstration see or Phone Dealers Below.

"WHERE TO BUY THEM"

DISTRIBUTOR  
**EPSTEIN WALTER J INC**  
390-9th UNderhill 3-4858

DEALERS

Appliance Mart 448 Larkin PRospect 6-4308  
Economy Sewing Machine Store 2163 Mission KLondike 2-0230

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

**RAYCLIFF SEWING MACHINE & APPLIANCE CO INC**  
2515 Mission MIssn 7-4231  
**ROWE ARTHUR** 1623 Polk GRaystn 4-7772  
(See Advertisement Page 700)  
**Royal Appliance Co** 3151 Mission ATwtr 2-4292  
**Royal Sewing Machine Co** 2891-24th ATwtr 2-9600  
**Sewing Machine Exchange The**  
A Stolowitz Proprietor  
1131 Mission MA rket 1-9877  
(See Advertisement Page 700)

**SEWING MACHINE FACTORS**  
Wholesale-Importers  
546 Golden Gate Av PR ospect 6-0354

**SEWING MACHINE MART THE**  
1356 Market UNderhill 1-5484

**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 WEST 1-7171  
Store 1011 Market MA rket 1-3320  
Store 2417 Mission VA lencia 4-8624  
Store 59 Grant Av GA rfield 1-8679  
Store 28 Stonestown MONtrose 4-1040

**INDUSTRIAL MACHINES**

Singer Sewing Machine Company  
569 Mission DOuglas 2-7782

**SMITH V C SEWING MACHINES**  
133 Geary YUton 6-0273  
(Continued Next Page)

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.




**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 Disc - 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

the most advanced cabinet machine in the world



**ELNA**

The Most Advanced Portable Machine in the World


City-Wide Sales, Service, Repairs, Rentals

## WEST PORTAL SEWING MACHINE CO.

159 WEST PORTAL AVE.

## Overland 1-6150

Top Trade-In Allowances for Your Machine



# VIKING

"The Royal Family Sewing Machine"

TRADE MARK  
MADE IN SWEDEN

ZIG ZAG MODEL 1 OR 2 NEEDLES  
25 YEAR GUARANTEE

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

SPEED - 4000 STITCHES PER MINUTE

Reverse Stitch  
All Gear Driven  
Finest Swedish Steel  
Uses All Standard Parts & Needles

PHONE  
**UNderhill 3-4233**

## INDUSTRIAL SEWING MACHINE CO.

1112 MISSION ST. SAN FRANCISCO