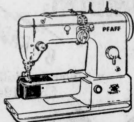


SACRAMENTO'S EXCLUSIVE DEALER PFAFF - WHITE - ADLER SEWING MACHINES

FREE HOME
DEMONSTRATIONS



FREE LESSONS
WITH PURCHASE



One of Northern California's largest & most complete sewing machine shops. Parts & supplies for all makes regardless of age.

ALL WORK GUARANTEED!
OVER 40 YEARS EXPERIENCE!

SALES • REPAIRS • RENTALS

NEW **GI 8-1683** USED

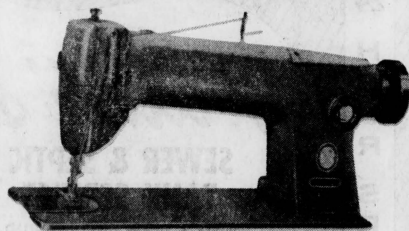
- ★ MACHINES BOUGHT & SOLD
- ★ RENTAL PURCHASE PLAN
- ★ EASY TERMS
- ★ WE REPAIR ALL MAKES
- ★ ONE-DAY SERVICE
- ★ FREE PICK-UP & DELIVERY

OPEN MON. & FRI. NIGHTS 'TIL 9 P.M.

**SACRAMENTO
SEWING MACHINE CENTER**
1022 J ST.

Free Parking in Rear

COMMERCIAL AND HOUSEHOLD



SALES • REPAIRS • RENTALS
Wide Selection of Most Makes & Models

**WILLIAM MEISSNER'S
A-1 SEWING MACHINE CO.**
GI 2-0132
2011 "P" ST.

Sewer & Drain Pipe—(Cont'd)

MUDDOX H C CO
SEWER PIPE - DRAIN TILE
CHIMNEY PIPE - FLUE LINING
FIRE CLAY
30th & L 456-3652

NO-JOINT CONCRETE PIPE CO
Columbia Hwy Yuba City Shreveport 2-8549

**PACIFIC CLAY PRODUCTS—
PACIFIC CLAY PRODUCTS**
2402 S California St. Hq. 6-4041

UNITED CONCRETE PIPE CORP
9351 Jackson Rd. EM 3-9456
WESTERN CONCRETE PIPE CO
Brandt Rd Lockeford 442-4032

Sewer Service

See Plumbing-Drain & Sewer Cleaning:
Sewer Contractors

Sewing Machines—Household

A-1 SEWING MACHINE CO

SALES - SERVICE

Wide Selection of Most
Makes and Models

NEW - USED - REBUILT

ALLOWANCES FOR TRADE-INS

WILLIAM MEISSNER

2011 P GI 2-0132

A-1 Sewing Machine Co 2011 P GI 2-0132

(Please See Advertisement This Page)

B & F SEWING MACHINE CLINIC
2992-65th 457-7739

(Please See Advertisement Page 561)

Berica Inc 3200 Arden Wy IV 7-5887

Sewing Machines—Household—(Cont'd)

**BERNINA SEWING MACHINES—
UNITED GOOD HOUSEKEEPING
STORES INC 1011 J** GI 1-4813

Dan's Necchi Sewing Center
3429 El Camino Av 487-3215

(Please See Advertisement Page 561)

Designers Sewing 4995 Stockton Bl 452-0676

(Please See Advertisement Page 561)

Empire Appliance Co 2941-35th GL 2-2618

MORSE SEWING MACHINES

From the Amazing
DUOMATIC
to the superior
SUPER-DIAL &
thrifty model 220
COMPLETELY AUTOMATIC PUSH-BUTTON
SEWING

MORSE

"WHERE TO BUY THEM"

DISTRIBUTORS

Morse Sewing Machine & Supply Co of
Calif Inc

2901 El Monte Av
Oakland 415 L0 8-5025

DEALERS

NORTH AMER APPLIANCE CO
Wholesale-Retail
1004-28th 442-7666

VALLEY VACUUM CO
2730 J GI 3-8031

Necchi-Elina Sewing Machine Agency
3429 El Camino Av 487-5284

(Continued Next Page)

FLOWER BULB STORAGE

To keep flower bulbs dry and

unbroken, store them in empty egg

cartons. Then label the cartons.

Sewing Machines

CONSUMER RATED NUMBER ONE

- ★ SALES
- ★ SERVICE
- ★ PARTS

LIBERAL TRADE-IN
WITH
CONVENIENT TERMS

FREE REPAIR
ESTIMATES

ON ALL MAKES

SACRAMENTO'S
ONLY

Authorized
UNIVERSAL DEALER

United

GOOD HOUSEKEEPING STORES, INC.

"THE HOUSE THAT SERVICE BUILT"

1011 J ST. SACRAMENTO



THE JEWEL OF SWITZERLAND



BONDED LIFE TIME
GUARANTEE PARTS & LABOR

GI 1-4813



INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES

Sewing Machines—Household—(Cont'd)

NECCHI-ELNA SEWING MACHINES

See and try the new
advent in sewing with MICRO-
ELECTRO CONTROL. Exclusive
at your NECCHI-ELNA dealer.
Repairs, Expert Repairs,
and Parts for all makes.

"WHERE TO BUY THEM"

Dan's Necchi Sewing Center
3429 El Camino Av 487-3215

**NEW HOME SEWING MACHINES—
DAN'S NECCHI SEWING CENTER**
3429 El Camino Av 487-3215

North Amer Appliance Co
1004-28th 442-7666

Park Sewing Machine Repair Shop
2541 Portola Wy. GL 5-3376

Pfaff Sewing Machine Co 1022 J GI 1-6883

PPAFF SEWING MACHINES

All automatic. Exclusive Dial-A-
Stitch sews on buttons, sews
straight, zig-zag, darts, and
brothers thousands of decorative
stitches. No dyes, came to change
• Built-In Needle Threader!
• Nationwide Repair Service
The One in a Lifetime Sewing Machine

"WHERE TO BUY IT"

DISTRIBUTORS

Sacramento Sewing Machine Center
1022 J GI 8-1683

**SACRAMENTO SEWING MACHINE
CENTER 1022 J** GI 8-1683

(Please See Advertisement Page 560)

**SEWING MACHINES—
AUTHORIZED FACTORY SERVICE**
NORTH AMER APPLIANCE CO

Wholesale-Retail
1004-28th 442-7666

VALLEY VACUUM CO
2730 J GI 3-8031

SINGER SEWING MACHINES

SINGER AUTOMATIC ZIGZAG
AND STRAIGHT STITCH ma-
chines • EXPERT REPAIRS
RENTALS • PARTS AND SER-
VICE FOR ALL your sewing
needs • Look for the Famous
"SINGER" and Red "S" Trade-
marks

"WHERE TO CALL"

Singer Sewing Machine Co
1011 K GI 2-4723

3356 El Camino Av IV 9-7614

Southgate Shopping Center
Store 428-0646

**UNITED GOOD HOUSEKEEPING
STORES INC 1011 J** GI 1-4813

(Please See Advertisement Page 560)

**WHITE SEWING MACHINES—
SACRAMENTO SEWING MACHINE
CENTER**
Sacramento's Exclusive Dealer
1022 J GI 8-1683

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

• Space your calls instead of mak-

ing several without a break.

• Talk only as long as necessary on

each call.

• When you finish talking replace

the receiver promptly.

• Make certain, if you are using a

dial telephone, that the line is

clear before you dial.

• Ask your youngsters to be con-

siderate, too.

Sewing Machines—Industrial

A-1 AND SACRAMENTO SEWING
MACHINE COMPANY

Commercial Machines

We Use Genuine

Replacement Parts

REPAIRS - SALES - SERVICE

Everything For The Trades

MACHINES BOUGHT AND SOLD

40 YEARS EXPERIENCE

1022 J GI 2-7715

**ADLER MACHINES—
EXCLUSIVE DISTRIBUTORS**

MEISSNER WILLIAM E SEWING
MACHINE COMPANY
2011 P GI 2-0132

**AMERICAN BLIND STITCH MACHINE—
A-1 AND SACRAMENTO SEWING
MACHINE COMPANY**
1022 J GI 2-7715

BLAKE'S SEWING MACHINE REPAIR
1022 J GI 2-7715

**CHANDLER MACHINES—
EXCLUSIVE DISTRIBUTORS**

MEISSNER WILLIAM E SEWING
MACHINE COMPANY
2011 P GI 2-0132

**COLUMBIA BLIND STITCH MACHINE—
A-1 AND SACRAMENTO SEWING
MACHINE COMPANY**
1022 J GI 2-7715

Empire Appliance Co 2941-35th GL 2-2618

**MEISSNER WILLIAM E SEWING
MACHINE COMPANY 2011 P** GI 2-0132

**PPAFF COMMERCIAL SEWING
MACHINES—
DISTRIBUTORS**

A-1 AND SACRAMENTO SEWING
MACHINE COMPANY
1022 J GI 2-7715

DIRECT FACTORY AGENTS
MEISSNER WILLIAM E SEWING
MACHINE COMPANY
2011 P GI 2-0132

Two friendly telephone habits:
ANSWER QUICKLY when your
bell rings; HANG UP SLOWLY
when you have finished your call or
your party doesn't answer. In call-

ing others, remember the called
person may be almost there—so
wait a few seconds longer.

FRONTIERS •• beyond

There are always new frontiers to tele-

phone service, problems to be solved, im-

provements to be made, and there will

always be Telephone Pioneers pushing on

to new achievements.

The Pacific Telephone and Telegraph Company

NECCHI ELNA SEWING MACHINES

SALES-SERVICE-RENTALS

Wholesale & Retail

Morse Sewing Machine & Supply
Co of Calif Inc
2901 El Monte Av Oakind 415 L0 8-5025

You'll get quicker service when
you dial if you follow these simple
steps:

1. Listen for the dial tone. This tone

is your signal that the equip-

ment is ready to take your call.

2. Dial each letter and digit of the

number in its right order.

3. Draw the dial all the way to the

finger stop.

4. Remove your finger and let the

dial return naturally, without

forcing or hurrying.

ing, hang up for a few seconds

5. If you make a mistake while dial-

and then start your call again.

Call 487-3215

OPEN MON. & FRI. 'TIL 9 P.M.

Dan's Necchi Sewing Center
3429 EL CAMINO AVE.

Across From Country Club Center

PFAFF "KING OF SEWING MACHINES"

Guaranteed by
Good Housekeeping

B & F

SEWING MACHINE CLINIC

457-7739

2992-65th - CORNER 65th & BROADWAY

BROTHERS

"QUEEN OF SEWING MACHINES"

FREE HOME DEMONSTRATION • TERMS • FREE LIFETIME SERVICE POLICY

DESIGNERS SEWING

★ AUTHORIZED DEALER ★

BROTHER • DRESSMAKER
MORSE • DOMESTIC
ADLER • SEWING NOTIONS



Quality
Machines Bought in
You at Quality Savings
Plenty of FREE PARKING

4995 STOCKTON BLVD. SACRAMENTO