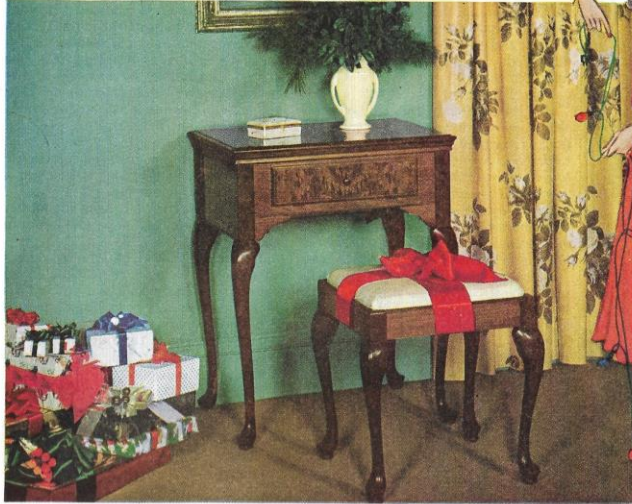


"Please fill my Christmas stocking at the Singer Shop!"

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**Period beauty!** This lovely Queen Anne table will add beauty to any room, and make your sewing a joy forever! It opens up into Singer's

smoothest, finest electric machine, with all the new attachments and improvements. In beautiful walnut, with a stool to match.

DEAR FAMILY:

Before you go spending too much money for something frivolous I don't want . . . here's a hint.

My idea of real luxury in these busy times is a modern Singer electric to replace my old treadle.

I say Singer, because everyone says it's the best buy. Nothing beats it for quality and wear. Or *looks!*

And you're really getting off easy, because a new Singer machine will save this household more money than you'll be spending for it!

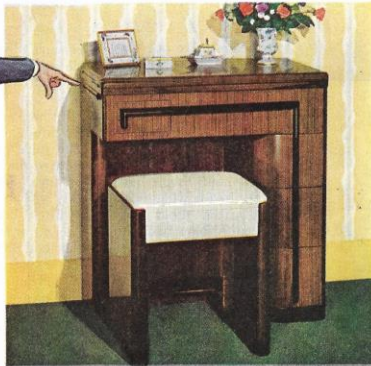
Love, Mother.

Ask about Singer's monthly payment plan and trade-in allowance.

Free with purchase of every Singer sewing machine or vacuum cleaner—a full personal course in dressmaking or home decorating at your Singer Sewing Center. Free check-ups and adjustments by your Singer Service Man.



**Featherweight marvel.** This 11-pound Singer portable is another sewing wonder. It's about as big as a minute, yet it sews backward and forward, stitches over pins, has tension and stitch controls that eliminate guess work . . . just like the big de luxe machines. Comes in light luggage case.



**Dad's choice.** This modern desk electric machine in blond oak or walnut looks stunning in a den or study nook. It runs like a whisper, and has three big sewing drawers, plus a writing drawer for Dad.



**Thrill for Betsy.** This Junior Singer makes perfect Singer stitches, just like a grown-up machine. It's safe even for tiny girls, with a needle guard to protect the fingers. Betsy can make real dolly clothes on it . . . and even things for herself!



Hand Pinker



Buttonholer



Zigzagger

**GIFTS FROM 40¢ TO \$10.** Singer has a wide range of other practical gifts such as the Singer Automatic and Traveling Irons, and sewing time-savers. Shown above are: **The Hand Pinker** that clamps on a table, ready for speedy pinking whenever you need it. **The Buttonholer** that stitches big or little buttonholes, in a jiffy. **The Zigzagger** attachment that does embroidery, monograms, and applique work.



**SINGER**

SEWING MACHINE COMPANY

The Featherweight Shop