

OPEN HOUSE

FRIDAY
SATURDAY
9 TO 9
SUNDAY
11 TO 5
MAY - 2 - 3 - 4

Buttons SEWING MACHINE CENTER
"BETWEEN COFFEE DAN'S AND JIM DANDY MARKET"

1632 SO. PACIFIC COAST HIGHWAY, REDONDO BEACH

BRING THE KIDS TO SEE THE

★ CLOWN ★
FREE BALLOONS ALSO

• now See Them All and compare

SINGER • NECCHI • PFAFF • ADLER
• ELNA • WHITE • UNIVERSAL

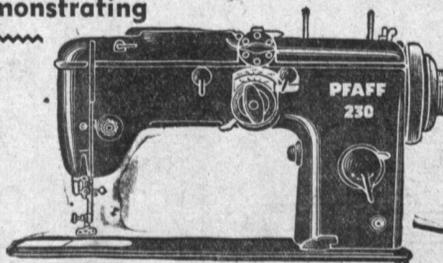
Many Factory Representatives Demonstrating

ATTENTION MEN



For Mothers Day, surprise the girl of your life with a new sewing machine! We will help! Her old machine will probably make the down payment & more! We will leave your trade-in at your home till after Mothers Day! Only 10% down with no trade in.

BANK TERMS • PAYMENTS AS LOW AS \$1.50 wk.



FREE!!!
PFAFF CONSOLE

NO OBLIGATION
Just Come In And REGISTER!!
Drawing Will Be Held
Sunday, May 3rd, 5 P.M.
YOU MAY WIN!!

★ REPAIRS ALL MAKES
★ ALL NEW RENTALS

★ SUPPLIES AND PARTS
★ FOR ANY MACHINE!

★ Power Machines
And Repairs

BRAND NEW RENTALS
Rent Can Be Applied To Purchase \$3⁹⁵ Mo.

SERVICE CALLS \$2⁹⁵

MACHINE CLEANED, OILED & ADJUSTED. In Store \$2⁹⁵

Is Your Portable
TOO HEAVY?

Why struggle with a heavy portable when we can convert it into a lovely console in a flash of your choice... \$29⁵⁰

Want To Save Space?
Convert Your Console
Into A Portable . . .

We can convert your console into a nice portable that will be easy to handle and will conserve space for you \$8⁵⁰



AUTOMATIC
BUTTON HOLER
FITS ANY MACHINE \$7⁹⁵

AUTOMATIC
ZIGZAGGER
FITS ANY MACHINE \$4⁹⁵

COME 'N' GET 'EM

FREE!!
YOUR CHOICE

- ★ Needles For Any Machine!
- ★ Bobbins For Any Machine!
- ★ Rubber Belts For Any Machine
- ★ Metal Needle Threader!



Speed-O-Knit is the key to a new world of interest in living . . . because it makes home hand knitting a fascinating hobby. The woman who can make small hand knits in minutes and hours instead of weeks and months, finds a new thrill of achievement in making things for herself and family.

CONTINUOUS DEMONSTRATION BY OUR
FACTORY REPRESENTATIVE!

WE DON'T BELIEVE IN GIMMICK'S

STATEMENT OF POLICY

1. We will NEVER advertise a sewing machine or vacuum cleaner under misleading and confusing brand numbers with a ridiculously low price merely to get the public into our store. Then, after the public responds to this "bait" advertising, in honest faith, the merchant endeavors to "switch" the public to another higher priced model or brand merely because he happens to get a larger profit.
2. When you call us for a repair on any make machine, you will benefit from over two decades of specialized sewing machine experience, and our representative is instructed to repair the machine IN THE HOME if at all possible, as you folk who have dealt with me in the past have learned. As usual, we will continue our policy of FREE SERVICE to churches and philanthropic organizations, which we originated in the South Bay. We still do all local school work for the past seven years.
3. We will also continue our policy of FREE SERVICE on any machine purchased from us.
4. Our chain of Buttons Sewing Machine Centers is rapidly being developed, all designed upon the theory that the small business, in order to compete, must merge or expand their purchasing power to such an extent that we can still give free local service and sell at their prices. In line with this thinking, we have obtained the eleven Western States for the Kingston Vacuum Cleaner, a national brand, made since 1912 and sold mainly on the East Coast in large stores such as Macy's, etc. Naturally a distributor can sell to the customer direct, at a lower price.
5. 30-day exchange privilege granted. If you choose one brand of machine and are not satisfied in 30 days you may exchange it for your second choice.

SOUTHERN CALIFORNIA'S
LARGEST SEWING MACHINE CENTER . . .

100 FREE PARKING SPOTS
FRONT & REAR

OPENING

SPECIAL
PFAFF PORTABLE

COME IN AND SEE THIS
... IT'S THE CHANCE
OF A LIFETIME! \$69⁵⁰



FR 5-4321 or FR 5-4344
Buttons
SEWING MACHINE CENTER
1632 South Pacific Coast Highway
"BETWEEN COFFEE DAN'S AND JIM DANDY MARKET"
REDONDO BEACH