



THE **Wizard** SEWING MACHINE

The most silently running model on the market—EASIEST TO OPERATE—and by far the best machine for all kinds of work.  
Large capacity Shuttle and Winder with automatic cut-out, sew forward and backward and adjustable to any length of stitch. Complete in Polished Walnut Case with 16 spare needles, Hemmer, Seamer, Quilting Adjustment and other Sewing Aids.

HAND MODEL £22. 10s. 0d.

ELECTRIC MODEL £28. 10s. 0d.

**POLLACKS**

RHODESIA LIMITED

BOX 619, BULAWAYO BOX 3, SALISBURY

*7.4 June 1953.*

SINGER SEWING MACHINES

THIS MODEL £23-17-6



You can be sure of getting SERVICE AND PARTS if you buy a SINGER. Also, Singer needles and Oil are always available. TREADLE MODELS, INCLUDING TAILOR'S MACHINES ARE ALSO OBTAINABLE.

SINGER SEWING MACHINES (Bourne & Co., Ltd.)

Branches at:  
First Street, Near Manica Road, Salisbury.  
Main Street, P.O. Box 292, Umtali.  
Selborne Ave., Opposite City Hall, Bulawayo.  
Fifth Street, next Victory Cinema, Gwelo. *Bantu Mirror 12.6.54.*



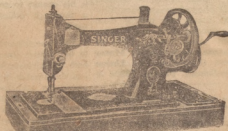
It's easy to sew with a SINGER SEWING MACHINE

BULAWAYO: Opposite City Hall, Selborne Avenue, P.O. Box 52. Tel. 2747.  
GWELO: Fifth Street, P.O. Box 273, Tel. 3390.  
SALISBURY: First Street, near Manica Road. P.O. Box 1933 Tel. 21938.  
UMTALI: Main Street, P.O. Box 292, Tel. 2570.  
LUSAKA: Conington Street, P.O. Box 725, Tel. 2901.  
NDOLA: Box 145, Tel. 502 (next to the Standard Bank).

*African Parade 1-7-54.*

SINGER IMITSHINA YOKUTUNGA

LOMTSHINA UYI £23-17-6.



Ungaletemba lokuwu SERENZISA njalo lokuzwa

INGXENYE zomtshina we SINGER.

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*Bantu Mirror. 26.16.54.*

INTRODUCING... The Amazing New **Wizard** Rapid sewing machine with the central bobbin Made by Necchi

The Wizard Rapido is housed in a cabinet specially designed for South Africa's climatic conditions, and has double locks for added security.

Reverse stitch control lets you sew backwards or forwards.

Drop feed makes quilting possible—without any attachments—simply remove the foot.

Automatic tension—prevents cotton breaking!

Pressure of foot adjustable to thick or thin fabrics!

Automatic Bobbin Feeder winds as you sew!

Detachable handle—easy conversion to electric drive!

Central Bobbin Oscillating hook ensures longer life for your Sewing Machine.

ASK YOUR DEALER TO SHOW YOU THE WIZARD RAPIDO

SOLE DISTRIBUTORS: **POLLACKS** 124, PRESIDENT STREET, JOHANNESBURG Phone 23-8381 P.O. Box 3008 Also at: PRETORIA, CAPE TOWN, DURBAN, BULAWAYO, SALISBURY

ALL THIS FOR **£24.19.6** Including Tool Kit and Illustrated Instruction Book.

AFRICA, JULY 1954, WEST AFRICAN, OCTOBER

It's easy to sew with a SINGER SEWING MACHINE A PERFECT JOB IN THE SHORTEST TIME

Prices from £20.15/-

**SINGER** Famous Film Star

FROM SINGER SEWING MACHINES: If you have bought a Singer Sewing Machine during the past twelve months, check the number of your machine with the numbers which will appear in this paper each month. If the number of your machine is shown below, please write, call or phone the distributors: **BOURNE & CO. LTD.**, South Africa Centre, 255 Bree Street, Johannesburg. Phone 22-8764, and you will be given a special voucher which will entitle you to select goods to the value of £5/6/- from your nearest SINGER Shop. The lucky numbers this month are:

E41 831285	E41 836603	E41 835793
E41 166580	E41 835681	E41 017835
E41 168510	E41 836726	E41 833287
E41 177576	E41 624754	E41 174681

IT'S SO EASY ON A SINGER

*24 July 1954.*

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The world-famous **Singer Service** is always at your service

When you buy a sewing machine—just on Singer, and you are always assured of Service and genuine Singer spare parts too! Singer Service also provides guaranteed repairs and re-conditioning at reasonable Singer charges based on written estimates.

POST THIS COUPON TODAY TO: **BOURNE & CO. LTD., BOX 736, JOHANNESBURG**

Please post me pamphlets showing the new Singer models.

Please give me details of converting my old sewing machine to electric operation.

Please send me information on the Singer Repair Service.

THROUGHOUT THE UNION AND RHODESIA

BOURNE & CO. LTD., P.O. Box 736, Johannesburg.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

**New Singers for Old**

Trade-in your old Singer Machine for one of the latest models. A liberal Trade-in allowance given.

POST THIS COUPON TODAY TO: **BOURNE & CO. LTD., BOX 736, JOHANNESBURG**

Please post me pamphlets showing the new Singer models.

Please give me details of converting my old sewing machine to electric operation.

Please send me information on the Singer Repair Service.

THROUGHOUT THE UNION AND RHODESIA

Johannesburg: Black Street, Sola Street, Main Street. Also in Hillbrow, Jeppe, Fordburg and Orange Grove.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

*24 July 1954.*

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