

Collecting Connections - Singer Manufacturing and the "Century of Progress" World Fair  
Our Collection – Singer 221 Featherweights  
Pam & J.C. Elliott

When looking at a display similar to a movie, I like to see a fuller picture. We know that Dorothy, Toto, and her farmhouse got blown into OZ and unfortunately landed on ***Evanora*** the *Wicked Witch of the East*, but the story just wouldn't be as interesting if her older sister ***Theodora*** the *Wicked Witch of the West* hadn't had a total melt-down! For that reason we like to add some artifacts to our machine displays, to give a more complete show.

On the subject of the *Chicago World's Fair* we defer to Nova Montgomery. She presents a compelling lecture regarding the *Chicago World's Fair* everyone should attend! Her knowledge of the Fair and the *Sears Roebuck Quilt Contest* is endless.....and yes she has a **"Holy Grail"** Featherweight 221 or two!

When we added a "*Century of Progress – Chicago World's Fair 1934*" 221 to our collection we knew we had an opportunity to build an entire display around it. There are literally hundreds of pieces of memorabilia commemorating the Fair so we tried to be selective in adding to our machines story. Our focus would be related to sewing, quilting, blankets, fabric, rugs, and hats! Yes, I have a *hat* thing.

The first piece I ran across was fortunately Singer related. When visiting Singer's exhibit in the *Electrical Building* in 1933 or 1934, in addition to seeing their newest irons, vacuums, and sewing machines, you would be offered a *Certificate* giving the holder a choice of items ie, free instruction in making dresses, draperies, or other home furnishing, children's clothing or a Singercraft Guide. It's a handy tool that allows the homemaker to make rugs with her sewing machine. The Singercraft Guide came in a dated Commemorative box with instructions and a pattern of the World's Fair symbol. There are two distinct Guides/ Boxes, one for each year of the Fair. The holder was asked to redeem the Certificate at their local *Singer Store*, sign it and be awarded their prize. In our collection are *Certificates* from both the 1933 & 1934 *Chicago Worlds Fairs* & along with their accompanying Singercraft Guides.

Beyond this however I was intrigued by the names of the redeemers. Our 1933 *Certificate* was signed *Mrs. Katherine (Ernzen) Leiving* of Batavia, Il. a suburb of Chicago. Katherine's husband Jesse had worked for *Diamond International Co.* a foundry and maker of fine Jewelry for over 25 years.

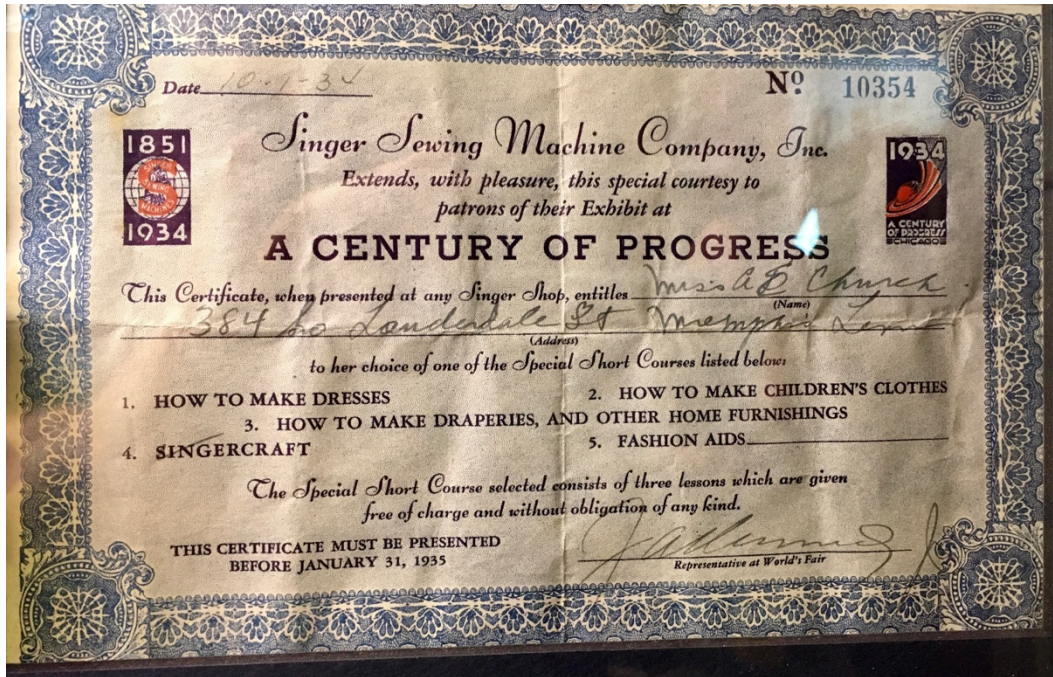
The 1934 *Certificate* was redeemed by *Miss A.E. (Annette Elaine) Church* of Memphis, Tennessee. Finding *Annette Elaine Church* and her history was an amateur genealogists "Gold Mine" addition to our display! Her father, Robert Reed Church Jr. was America's first black millionaire, son of a riverboat captain and a slave. The Church family has a long, successful, and storied history in Memphis and American politics to include original members of the Memphis Chapter of the NAACP, Philanthropy, Republican Party connections, and baseball (Chicago Cubs and the Pittsburgh Pirates being their families favorite teams)

Monday Oct. 1<sup>st</sup>, 1934 Annette redeemed her *Singer Certificate*. The day prior, the Chicago Cubs her favorite team, played a losing Double-Header against the Pittsburgh Pirates, her families favorite team at Wrigley Ball Park! She undoubtedly traveled to Chicago from Memphis early to see the new Singer "*Featherweight*" & when time allowed, to see the games. Fortunately following the loss, to boost her spirits, she would visit the local Singer Store and redeem her *Certificate* for a Singercraft Guide?

(see "Official Game Score card" below)

Collecting Connections - Singer Manufacturing and the “Century of Progress” World Fair  
Our Collection – Singer 221 Featherweights  
Pam & J.C. Elliott

We hope to feature other favorite collectibles from *Exhibitions*, *Expositions*, and *World Fairs* in future articles ie, book banks, tapestries, rugs, wagons, hats, canes, literature, pillows, catalogs, maps, etc.... stay tuned!



(Left) 1933 Century of Progress Singer Certificate - redeemed by Katherine Erzen of Batavia, Ill. Singer 1933 "Bonded Representative pinback" & "Century of Progress - Chicago 1933 Singercraft Guide-  
(Right) 1934 Century of Progress Singer Certificate - redeemed by Annette Elaine Church of Memphis  
Singer 1934 "Bonded Representative pin" & "Century of Progress - Chicago 1934 Singercraft Guide



Collecting Connections - Singer Manufacturing and the "Century of Progress" World Fair  
Our Collection – Singer 221 Featherweights  
Pam & J.C. Elliott



(Left to right) Sarah Roberta Church - daughter of Robert Reed Church Jr. (Annette's Niece and author)  
Mary Elizabeth Church Terrell (seated) wife of Judge Robert Heberton Terrell of Washington D.C.  
(Right Standing) Annette Elaine Church

\* all three original members of the *Memphis Chapter of the NAACP*



Annette Elaine



Mary Elizabeth (left) Annette Elaine (right)

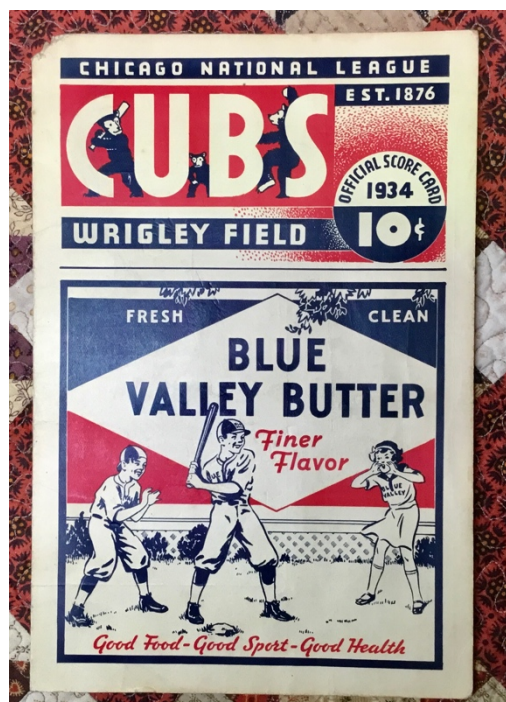


Collecting Connections - Singer Manufacturing and the "Century of Progress" World Fair  
Our Collection – Singer 221 Featherweights  
Pam & J.C. Elliott

The following books are invaluable in telling the story of the "Robert R. Church" family of Memphis.



Here's a "Special" piece from our collection. Yes, an actual Cubs vs Pittsburgh Score Card from 1934!





Collecting Connections - Singer Manufacturing and the "Century of Progress" World Fair  
Our Collection - Singer 221 Featherweights  
Pam & J.C. Elliott

## SCORE THE GAME YOURSELF ••• HOW TO DO IT

Number each player. Pitcher, No. 1; catcher, No. 2; first baseman, No. 3; second baseman, No. 4; third baseman, No. 5; short stop, No. 6; left fielder, No. 7; center fielder, No. 8; right fielder, No. 9.

Use the following abbreviations for plays: B—base on balls; SH—sacrifice hit; P—passed ball; K—strike out; HP—hit by pitched ball; WP—wild pitch; PB—passed ball; E—error; SB—stolen base; FC—fielder's choice; K—ball.

Symbols are used to record base hits as follows: A straight line indicates a hit. If the hit is a single to right field, slant the line toward the right; if it is to center field, draw it perpendicular; if it is to left field, slant it toward the left; if it is a two-bagger, draw two cross lines over the line indicating the hit; if it is a triple, draw three cross lines and if a home run, draw four.

Base hits are a matter of the scorer's judgment. Any batted ball to fair ground, that cannot be handled, is a base hit. In cases where a fielder gets to a ball, but fails to complete a play, it should be a base hit, if, in the

scorer's judgment, the chance was too difficult to handle. Otherwise, it should be scored as an error for the fielder.

Putouts, assists and errors are recorded by numbers. Start the batter around the little diamond on the score card, opposite his name in each inning. For instance, if he is thrown out at first base by the pitcher, record the play, 1-3, in the lower right hand corner; the first baseman getting the putout and the pitcher an assist. If thrown out by short stop, mark it, 6-3. If he flies to center field, mark it, 8. If he strikes out, use letter K.

If batter reaches first base because the third baseman fumbles or boots an ordinary grounder, mark the play, E-3. If batter walks, mark it B, and then, if the next batter forces the first one at second base, short stop to second baseman, mark the batter safe in the lower right corner by the letters FC, indicating fielder's choice, and mark the runner out in the upper right corner, 6-4. If a runner is caught between bases and retired, credit each man handling ball with an assist, giving a putout to the one making it.

If run scores, indicate batter driving it in, by number, in lower left corner.

### NATIONAL LEAGUE

**NEW YORK**—Pitchers: 1. Hubbell, 2. Schmeider, 3. Parnham, 4. Ball, 5. Parnham, 6. Lugo, 7. Smith, 8. Coughlin, 9. Coughlin.

**PITTSBURGH**—Pitchers: 1. French, 2. Smith, 3. Mene, 4. Lugo, 5. Smith, 6. Smith, 7. Coughlin, 8. Hart, 9. Smith.

**ST. LOUIS**—Pitchers: 1. Dean, 2. H., 3. Coughlin, 4. Hallahan, 5. Mene, 6. Smith, 7. Coughlin, 8. Smith, 9. Smith.

**BOSTON**—Pitchers: 1. Coughlin, 2. Smith, 3. Smith, 4. Smith, 5. Smith, 6. Smith, 7. Smith, 8. Smith, 9. Smith.

### CHICAGO

**2 W. HERMAN** Second Base

**1 ENGLISH** Short Stop

**6 KLEIN** Left Field

**4 F. HERMAN** Right Field

**3 CUYLER** Center Field

**9 HARTNETT** Catcher

**11 HUBST** 1 B

**7 GRIMM** 1 B

**14 HACK** Third Base

**15 STEPHENSON** Pitcher

### AMERICAN LEAGUE

**CHICAGO**—Pitchers: 1. Lyons, 2. Hutchins, 3. Coughlin, 4. Coughlin, 5. Coughlin, 6. Coughlin, 7. Coughlin, 8. Coughlin, 9. Coughlin.

**WASHINGTON**—Pitchers: 1. Coughlin, 2. Coughlin, 3. Coughlin, 4. Coughlin, 5. Coughlin, 6. Coughlin, 7. Coughlin, 8. Coughlin, 9. Coughlin.

**NEW YORK**—Pitchers: 1. Coughlin, 2. Coughlin, 3. Coughlin, 4. Coughlin, 5. Coughlin, 6. Coughlin, 7. Coughlin, 8. Coughlin, 9. Coughlin.

**CLEVELAND**—Pitchers: 1. Coughlin, 2. Coughlin, 3. Coughlin, 4. Coughlin, 5. Coughlin, 6. Coughlin, 7. Coughlin, 8. Coughlin, 9. Coughlin.

### CALL YOUR COLOR

Baseball—Brown cap Pop—Green cap Score Cards—Grey cap 3-Beards 6-Stack

Pop Corn—Blue cap Candy Gum—White cap 3-Quigley 7-Moran

Red Mice—Red cap Lemonade—Yellow cap Cigarette Gum—Black cap 4-Pirman 8-Magerkurth

Ice Cream—White cap

### UMPIRES

1-Klem 2-Rigler 3-Barr 4-Swain

### PITTSBURGH

**1 L. WANER**(10) Center Field

**3 P. WANER** Right Field

**2 TRAYNOR**(20) Third Base

**11 VAUGHAN** Short Stop

**3 SUHR**(24) First Base

**16 JENSEN** Left Field

**2 LAVAGETTO** Second Base

**4 GRACE**(38) C.

**1 FADDER** C.

**10 FARELL** Pitcher

### PHILADELPHIA

**1 L. WANER**(10) Center Field

**3 P. WANER** Right Field

**2 TRAYNOR**(20) Third Base

**11 VAUGHAN** Short Stop

**3 SUHR**(24) First Base

**16 JENSEN** Left Field

**2 LAVAGETTO** Second Base

**4 GRACE**(38) C.

**1 FADDER** C.

**10 FARELL** Pitcher

### DETROIT

**1 L. WANER**(10) Center Field

**3 P. WANER** Right Field

**2 TRAYNOR**(20) Third Base

**11 VAUGHAN** Short Stop

**3 SUHR**(24) First Base

**16 JENSEN** Left Field

**2 LAVAGETTO** Second Base

**4 GRACE**(38) C.

**1 FADDER** C.

**10 FARELL** Pitcher

### PAY NO MORE

Hot Bad Swiches... 15c Miniature Bats... 25c Pop Corn... 10c Score Cards... 10c

Best on Wright... 15c Ice Cream... 10c Red Mice... 10c Lemons... 10c

Lemonade... 15c All Pop... 10c Bottle Beer... 25c Candy... 10c

Cigarettes... 15c Peanuts... 10c Cakes... 10c Wrigley's Gum... 10c

Vendors are Numbered. Report Any Overcharge by Number.



**Edelweiss**  
Orange Soda

## FOR SALE IN THIS PARK



**Hires**  
Root Beer

NO. 301455

YOUR GUARANTEE OF REAL ROOT JUICES



**Green River**

ORDER A CASE FOR YOUR HOME • CALL • CANAL 1000 • CANAL 8000 • SCHOENHOFEN EDELWEISS CO., CHICAGO