

**Jacobson's**

# Formal OPENING

Saturday, April 30, 9 a.m. - 10 p.m.

We are happy to announce our Grand Opening to be held all day Saturday, April 30. We have gathered together what we believe to be the finest line of Home Appliances on the market today. Come in and look around. Whether you have electricity or not makes no difference to us. We want to meet you.

In our store, we have tried to approximate actual home kitchen conditions. For the first time in this area, we have an all-electric kitchen installed and operating. When you turn on the hot water faucet, you get hot water; when you push the button on the stove, the burner gets hot. We hope it will enable you to visualize what HOTPOINT can do to your kitchen.

**Gifts for the Ladies--Free Balloons for Children**

**FREE Vacuum Cleaner!**

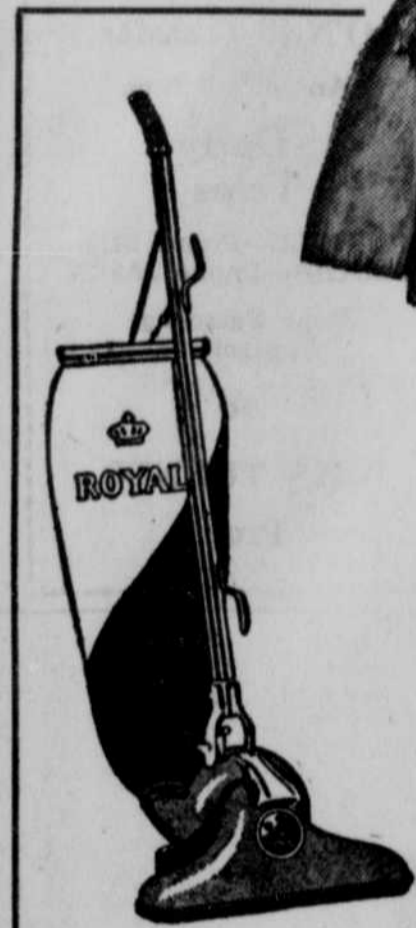
If you are not interested in a free gift or are too old to run around carrying a balloon... come in anyway and sign a registration card. Someone is going to win this vacuum cleaner

and it might as well be you. Or perhaps you'll win one of the \$10 Gift Certificates which may be applied on merchandise purchases. Nothing to buy!

**\$250 - in Gift Certificates - \$250**

Across from The Golden

Phone 415



**FOR COMPLETE HOME REFRIGERATION SERVICE**



You Can't Beat the Value **410.00** Immediate Delivery Convenient Terms

**Here for YOU TO SEE! HOTPOINT COMBINATION REFRIGERATOR AND FOOD FREEZER**

Compare Hotpoint Refrigerators with all the others and you'll agree Hotpoint is years ahead in value. Hotpoint's brilliant Combination gives you a real food freezer plus a full-size refrigerator in a single kitchen unit. Freezing compartment holds up to 70 pounds of frozen foods, and the

refrigerator compartment never needs defrosting. You enjoy America's most-wanted features—butter conditioner, leftover rack, hi-humidity drawers and many more. Come in and see Hotpoint's eight models—each outstanding among fine refrigerators in beauty, quality and price!

Everybody's Pointing to **Hotpoint REFRIGERATORS**

**NEW HOTPOINT Automatic Washer OUTWASHES THEM ALL!**



WITH *Swirlaway* WATER ACTION Hotpoint's Famous Agitator Gives You Cleaner, Whiter Clothes. You Use Less Hot Water—Save Clothes—Save Soap!

**FLUID DRIVE** For Smooth Action No Seltzing Down

**299.95** This machine is all hooked up and operating in our store. ASK TO SEE IT WORK!

**PERFECTED PROVED**

**SEE IT-TRY IT-BUY IT!**

See how Hotpoint's amazing Wond-R-Dial controls complete operation... how Fluid Drive ends harmful vibration, prolongs washer life... how flexible all lets you control exactly the amount and temperature of the water you use. Hotpoint's new Automatic Washer has everything—does everything BETTER!

**Jacobson's** M. E. ("JAKE") JACOBSON

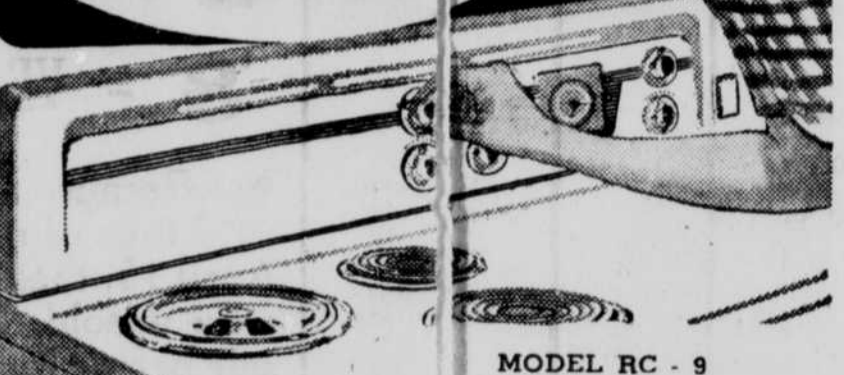
**PUSHBUTTON cooking** is here with the all-new **HOTPOINT RANGE**



359.95

Come in and see it! Pushbutton Cooking! That's the sensational advancement offered by the brilliant Hotpoint Automatic Range—not just a new model, but an ALL-NEW work-saving wonder. Pushbutton controls and

**Now Enjoy These FEATURES of the FUTURE!**



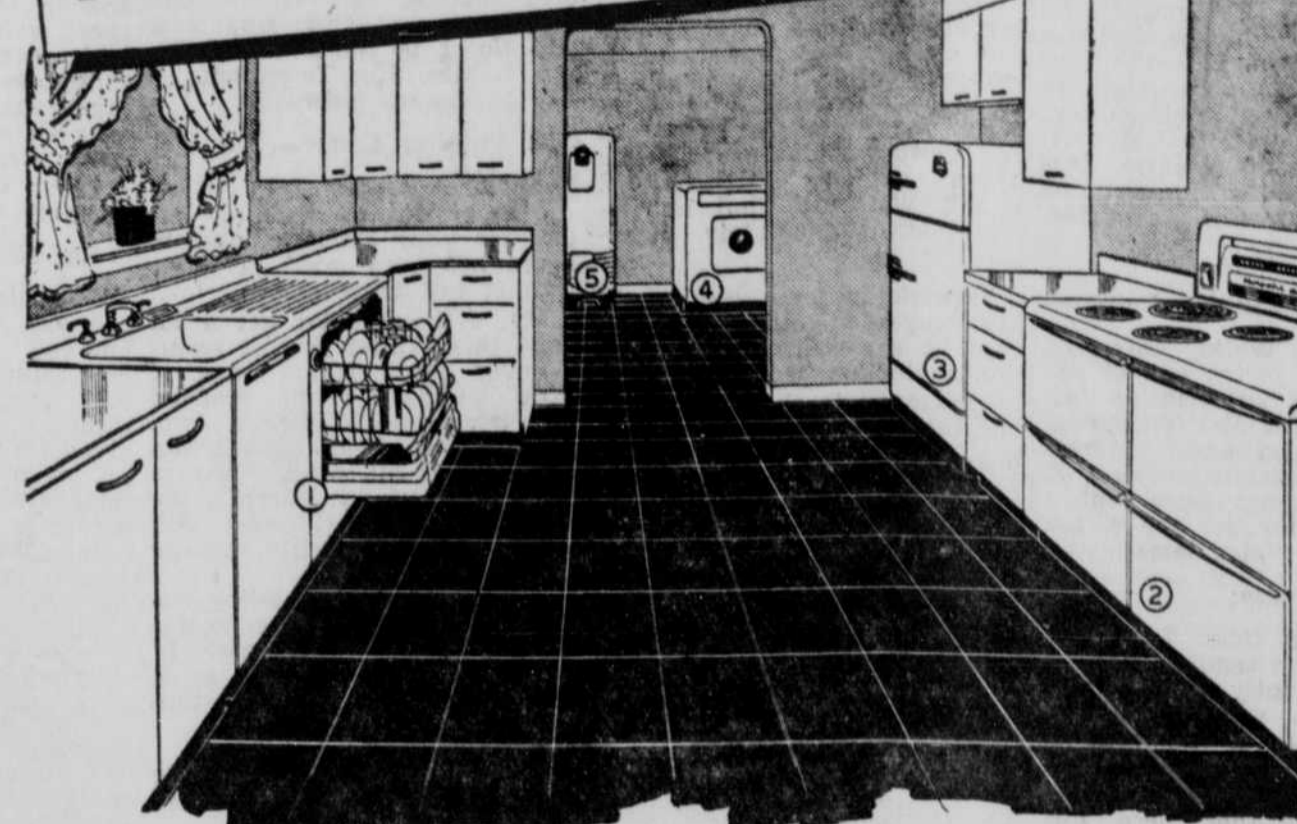
MODEL RC-9

Special for Our Opening Day... Buy this beautiful new 1949 Hotpoint Automatic Electric Rotary Switch Range TODAY and receive a wonderful set of famous-copper bottoms! Giant 5-qt. saucepan with cover, 1 1/2-qt. saucepan with cover, and a 10-in. skillet with cover. **269.95**

Apartment Size Electric Range **169.95**



**For Your Dream Kitchen**



**HOTPOINT Matched Appliances**

Here For You To See... Compare!

1. Hotpoint Automatic Electric Dishwasher washes, rinses, dries electrically! Available as separate unit or in complete Hotpoint Electric Sink combined with Hotpoint Dishwasher.
2. Hotpoint Automatic Electric Range features 37 advancements plus "Pushbutton Cooking."
3. Hotpoint Refrigerator for extra storage space, extra shelf space.
4. Hotpoint Electric Dryer dries laundry in any kind of weather.
5. Hotpoint Water Heater with famous "Magic Circle" Heat.

Brilliantly matched in design and styling, Hotpoint's new dream line of electric appliances for '49 offers you everything for the modern kitchen and laundry—plus a convenient step-by-step plan that makes these work savers easy to own! Come in and compare these new Hotpoint beauties—feature for feature and value for value—with anything, anywhere, in the home appliance field.

**Come In... See Why**

Everybody's Pointing to **Hotpoint Appliances**

You don't buy a car without driving it or a new dress without trying it on... do you? Why buy your appliances without first seeing them operate? All of the appliances in the above kitchen are actually hooked up... just as they would be in your home. Come in and operate them yourself. Don't WONDER if they'll work the way the salesman says... see for yourself!

**You Need It! We Have It!**

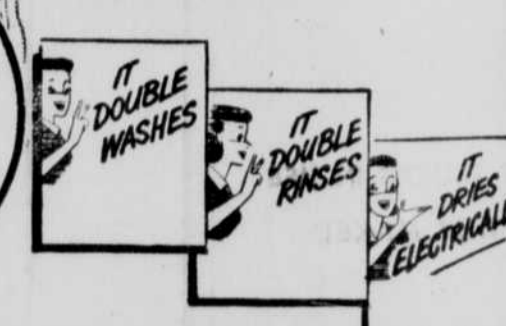
**HOTPOINT'S Dishwasher** Sensational NEW Automatic

with **FRONT** opening and **ELECTRIC** drying!



EASY TERMS **289.95**

EVERYBODY'S POINTING TO **Hotpoint AUTOMATIC Dishwashers** ELECTRIC



Now you can banish dishpan drudgery... save seven hours a week... for only four cents extra a day! Come in and see how the amazing new Hotpoint AUTOMATICALLY washes dishes hygienically clean and dries them electrically. All you do is load racks which are specially designed to prevent breakage, add detergent and turn the dial. Average dish-handling time is cut to seven minutes!

Quick—Easy—Clean—Safe! Dishes are double washed, double rinsed and dried electrically. Self-cleaning, Hotpoint Dishwashers even turn themselves off. Convenient front-opening feature eases loading, provides permanent top work surface and permits Hotpoint's effective top-spray action. We cordially invite you to come in for a free demonstration.

Everybody's Pointing to Hotpoint

You Can't Beat The Price! You Can't Beat The Washer!

**HOTPOINT**

Today's Best Buy Among Quality Clothes Washers

Only Model shown **139.95** Others 109.95 Convenient Terms If Desired

Here's today's outstanding value among quality clothes washers—the brilliant new Hotpoint! Come in and see for yourself the important advantages it offers in performance, economy and durability.

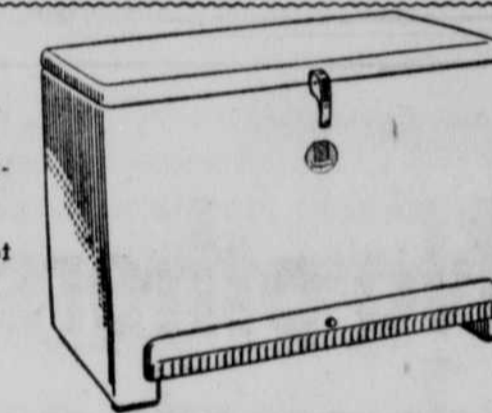
For extra years of trouble-free service, Hotpoint's quiet, smooth-running mechanism is permanently lubricated... has only four moving parts! Its selective pressure wringer is equipped with safety release, convenient hand rest and two-way drain board.

Hotpoint's Thriftivator creates three gentle but positive actions—proved in 10 years use to be the right washing principle. Let us show you this matchless Hotpoint value today!



**Hotpoint Washers**

Here's a way to Cut Food Bills and feed your family better, too! See the 4- and 8-cubic foot Hotpoint Food Freezer



For the Whole Family Circle...

**MAGIC CIRCLE HEAT** Means Finest Hot Water Service!

**HOTPOINT WATER HEATER**

COME IN AND SEE the world's finest water heaters—Hotpoint Automatic Electric Water Heaters with famous "Magic Circle Heat." They provide the safest, cleanest, and most dependable hot-water service possible. See how Hotpoint's automatic thermostat guards against hot-water waste... how thick Fiberglas insulation keeps water hot up to three days without reheating! Ask for details about Hotpoint's liberal 10-year protection plan.

Up from **89.95**

EVERYBODY'S POINTING TO **Hotpoint** Electric Water Heaters

