



NOW . . .
Cook Faster
and
Easier
on an **ULTRAMATIC**

Caloric.

AMERICA'S EASIEST RANGES TO KEEP CLEAN

SPEED COOKING, SAVE GAS with Caloric Flavor-Saver Dual Burners. Removable for washing in sink.

WONDERFUL BAKING RESULTS are assured by the Caloric Hold-Heat Seamless Porcelain Oven.

BROIL DELICIOUS MEALS, with that charcoal flavor only genuine flame-broiling can give.



All models available with "CP" features for automatic cooking!

You're Invited to Jacobson's

OPEN HOUSE

Come Early
Stay Late

Thursday, Oct. 9 11 a.m. - 9:30 p.m.

Now in New Location

THANKS to your very generous patronage, we were "crowded out" of our old quarters on Douglas Street and are now happily settled in our "new home"—in the IOOF building, next door to the O'Neill National Bank. Please join us in our grand Open-House Observance . . . favors for the ladies . . . FREE coffee and cookies for the adults . . . FREE pop for the kiddies. It's our way of saying a heartfelt "thank-you!"

We're Immeasurably Proud of Our New Store and Our Wonderful Lines of Appliances

HOTPOINT RANGES & REFRIGERATORS
AMANA HOME FREEZERS
MAYTAG WASHERS, DUTCH OVEN RANGES
SCOTSMEN OIL and GAS HEATERS
CALORIC GAS RANGES
GENEVA KITCHENS
SUNBEAM APPLIANCES, ROYAL CLEANERS

Hamilton Beach Appliances
Proctor Irons & Ironing Boards
Hamilton Automatic Clothes Dryers
Telechron Clocks, Etc.

Moe Lighting Fixtures
General Electric Radios



There's year-around freedom from house-cleaning drudgery in a ROYAL!

FREE DEMONSTRATION
Tank Type —
Upright —
Hand Type

Women realize that nothing can add more to easier house-keeping than the super-efficient ROYAL CLEANER.

World's Best Range Buy!

Hotpoint
FULLY AUTOMATIC
Electric Range

Instant-Heat Calrod Unit! • Three Spacious Storage Drawers!
• 6-qt. Deep-Wall Thrift Cooker!

This beautiful new Hotpoint Electric Range is fully automatic, with features you ordinarily find on only the highest-priced models, yet it's priced remarkably low. So easy to use that anyone can cook and bake with it, this full-family-size Hotpoint will give you years of clean, cool, fast electric cooking. Check its top-value features . . . then come in soon and see it!



FULL FAMILY SIZE—ALL HOTPOINT QUALITY—YET PRICED LOW!



A Factory Representative Will Be Here

World's fastest Hi-Speed broiler for charcoal-like broiling • Titanium porcelain enamel top and body—scratch and acid resistant • Automatic oven temperature control • 60-minute Time-measure with bell • Two electric outlets—one timed. Turns on coffee pot automatically! • Cooking surface light • Oven timing clock and indicator light • Oven and surface-unit cooking charts

INSTANT-SPEED CALROD® SURFACE UNIT—Super-speed for extra-fast cooking. Brews 6 cups of coffee in 6 minutes! Intense heat for fast starting and rapid boiling.

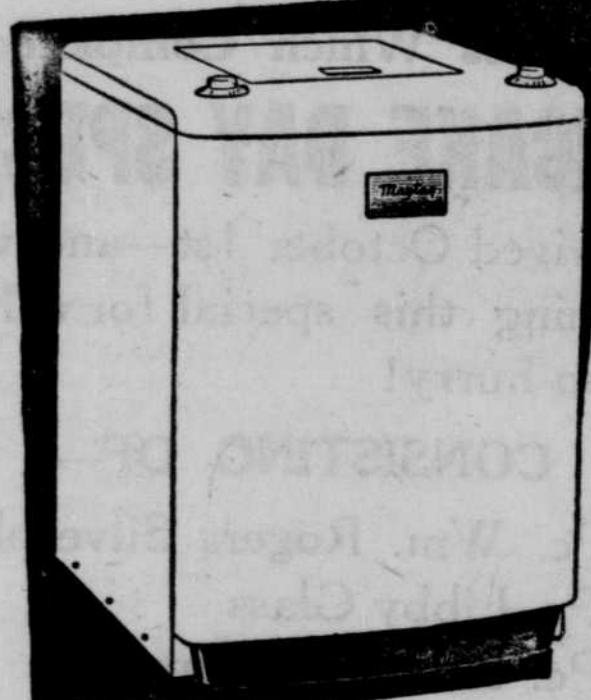
We're Pleased to Announce We're O'Neill's New Agency for MAYTAG



Look what Maytag gives you:

- Years of faithful performance
- Cleaner clothes with famous Gyrafoam washing action
- Exclusive Roller Water Remover
- Three fine models to choose from
- Liberal terms—low monthly payments

"I want the MAYTAG automatic!"



Completely automatic . . . washes, rinses, spin-dries your clothes. Only the Maytag Automatic has famous Gyrafoam washing action . . . gets all dirt off safely. No bolting down.

Credit Terms Available
Liberal Trade-In Allowance

MAYTAG Means Greatest Value

FREE COFFEE and Cookies

Mrs. Vern Bowen

Sunbeam Home Economist

. . . will be your hostess throughout the day, serving delicious coffee made in an automatic COFFEEMASTER. Mrs. Bowen will demonstrate the other SUNBEAM labor-savers, too.



Learn All About the Amazing AMANAS

from a Factory Representative!

FIND OUT HOW YOU CAN CUT YOUR FOOD COSTS 20% and hear the exciting story of how new discoveries in frozen foods and home freezing are creating a wonderful new way of life for you today!

DO YOU KNOW THAT . . .

- ★ You can cook a week's supply of meals in one afternoon!
- ★ Oysters "thaw" always in season when they're frozen!
- ★ Many frozen foods contain more vitamins than fresh foods!
- ★ Day-old baked goods turn fresh when they're frozen!
- ★ Ice cream can be bought in bulk at tremendous discounts!
- ★ Sandwiches and school lunches can be prepared far in advance!

COME — BRING YOUR FRIENDS . . .

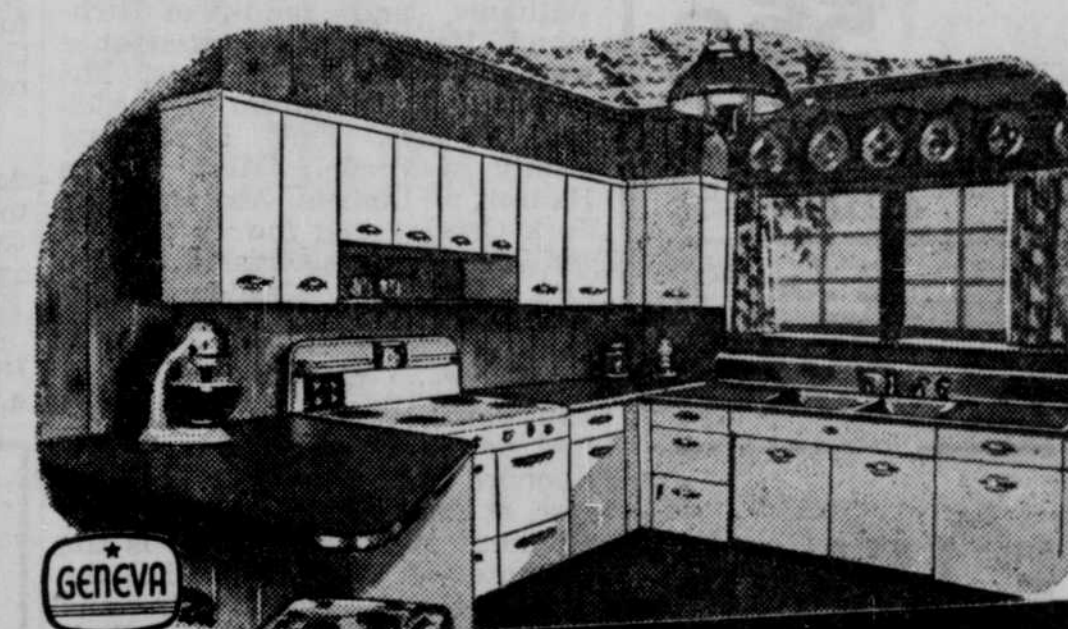


And — learn all about **Amana** FOOD FREEZERS

"BACKED BY A CENTURY-OLD TRADITION OF FINE CRAFTSMANSHIP"

. . . it's the finest freezer you can buy! And AMANA makes a style (chest or upright) and size (6 to 25 cu. ft.) to fit your family's particular needs! AMANA'S traditionally superior craftsmanship and beauty of design assure a lifetime of proud ownership.

Years for the asking — FREE food savings charts and when-to-buy calendar, showing how to effect important savings by timely purchases.



Want a Park Avenue Kitchen on a Main Street Budget?

You needn't be a millionaire to have the million-dollar beauty of a wonderful, work-saving Geneva Personalized Kitchen! Chances are, you can install an all-steel Geneva Kitchen—complete with matching base and wall cabinets, stainless steel sink, and step-saving accessories—for a good deal less than you probably think. Come on in now—and see for yourself. No obligation.

GENEVA Personalized Kitchens
REMEMBER . . .
FREE GIFTS for the Ladies
FREE POP for the Kiddies

O'NEILL and NORFOLK

Jacobson's

IOOF BLDG.
Now in Our NEW HOME

