

The Truth About Electric Equipment Prices

**Are Prices Too High? Are You Getting
the New Features and Quality You
Expected in Post-war Appliances?**

If your family has been thinking of buying a new appliance, you may be confused by conflicting stories about today's prices and values.

The fact is, there is no purchase you can make at this time that brings you more value for your money than a good electric appliance. While the cost of living is up 70 per cent over 1939, according to government statistics, the average price increase of ranges, refrigerators, washing machines, water heaters and dishwashers is only a little more than half that!

For example, today you can buy a brand new 1949 Hotpoint Refrigerator for \$189.75—only \$10 more than the same size and size cost in 1939—and this is a lot better refrigerator and has many improved features. When you consider that the dollar today is worth just 60% of its 1939 value, you must agree that this new, vastly improved Hotpoint postwar refrigerator actually costs a lot less.

Compare this with the price increase in automobiles, houses or almost anything you buy—up from 20 to more than 100 per cent.

We see no reason for you to wait to buy a new appliance. At today's new low appliance prices you get the greatest dollar-for-dollar values we have ever been able to offer. We say this knowing full well that our future depends on satisfying you. We sell a lot of things—everything for the complete electric kitchen and home laundry—so we can't afford to lose you as a future customer when you buy any one of our appliances.

"You can look to Hotpoint for the finest—FIRST" is no idle statement. We mean it. So, we back it up with the greatest dollar-for-dollar value in quality appliances ever offered—right Now!

Hotpoint Inc.

See These Great Electric Appliance Values At

Shux Electric Co., Stayton

AUTHORIZED DEALER

ON DISPLAY AND FOR SALE AT

FAUST & ROSS, MILL CITY