

Jacobs Novelty Company, Stevens Point Wisconsin

The company was founded by the second generation of the pioneer family that immigrated from Reinsfeld in the area Trier-Saarburg in Germany to the Wisconsin Valley, and established the hotel 'Jacobs House' in 1875.



Pioneer Stores, Stevens Point

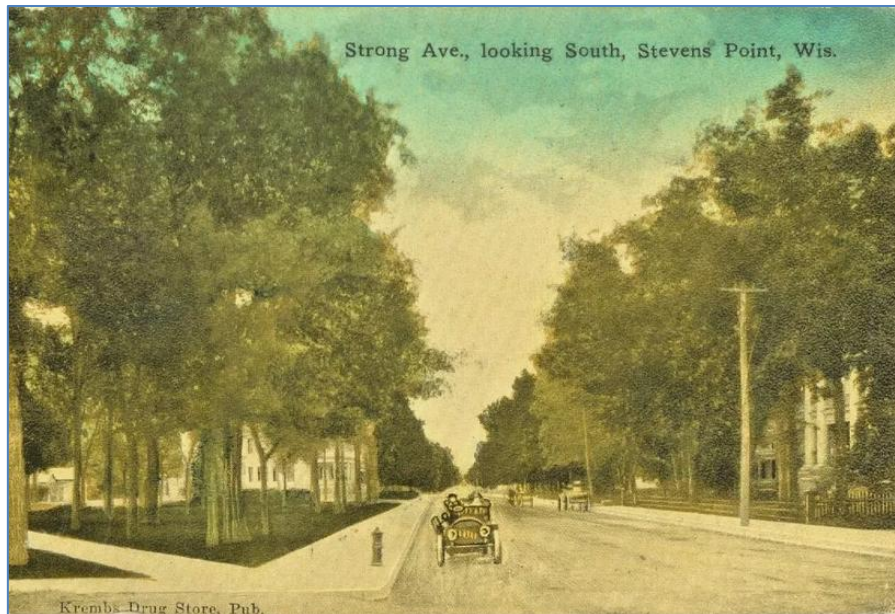
The family headed by Nicholas Jacobs Sr. (1841-1916) and his wife Catherine (1847-1896) had three sons and three daughters, and the second son Nicholas C. Jacobs Jr. was after a few years of employment at the local railroad offices the proprietor of the 'Spot Saloon' at 1105 Main Street, and also daily manager of the 'Jacobs House' at 441 Clark Street in Stevens Point until 1904. The youngest daughter Gertrude Mary (1882-1965) and her husband Oliver T. Olson (1882-1931) then managed the family owned hotel until 1928, when it was finally giving way for new buildings.



Jacobs House, Stevens Point (1875-1928)

When Nicholas C. Jacobs Jr. left the management of the hotel in 1904, he officially established the Jacobs Novelty Co. at 209 Strongs Avenue to market phonographs

and automatic musical instruments. It was a successful company and music store, and in 1920 the building at 207-209 Strongs Avenue was extended and remodeled. In the late twenties the Jacobs Novelty Co. was also involved in the slot machine business. Nicholas C. Jacobs Jr. (1871-1936) and his wife Helena (1873-1953) had three sons, Louis Aloisius, Raymond Phillip, and Paul William. The oldest son Louis A. Jacobs and his wife Helen, married in 1916, established The Badger Garage to trade tractors, automobiles, and trucks, and they were selling agents for Chevrolet in the twenties at 211-213 Strongs Avenue in Stevens Point.



1912

Bacon Gladys B Miss clk Breitenstein-Tozier Co r 442 S Fremont tel R 538
 Bacon Mildred Miss tchr r 442 S Fremont tel R 538
BADGER GARAGE THE (Louis Jacobs) automobiles tractors trucks garage
 selling agts for Chevrolet cars 211-213 Strongs av tel 258
 Badten Tina wid Henry r 211 Jefferson tel R 625
 Badten Wm H (Mabel D) carrier P. O. r 742 Main tel R 749

City Directory, 1920

Louis A. Jacobs became involved in the phonograph business through his brother Raymond and of course his father Nicholas, and around the time his father passed away Louis took over management of the family company, and developed the line of commercial phonographs known today among collectors. In December 1940 the Replacement Cabinet Co. was incorporated by Louis, his brother Paul, and James G. Harding (1895-1966). The purpose of the company was to manufacture and sell cabinets and parts of cabinets for phonographs, radios, and other instruments. Helen passed away in 1945, and a year later Louis married Marian Lucile Ells, who had been widowed with a son in 1932. Louis A. Jacobs was for a few years proprietor of 'The Rocket Club', a restaurant near Wisconsin Rapids before retirement, moving to Clintonville. Louis A. Jacobs passed away on the 13th December 1957 at the hospital in Clintonville. A lifelong disadvantage for Louis was that he lost his right hand only thirteen years old in a hunting accident on the 27th March 1907.



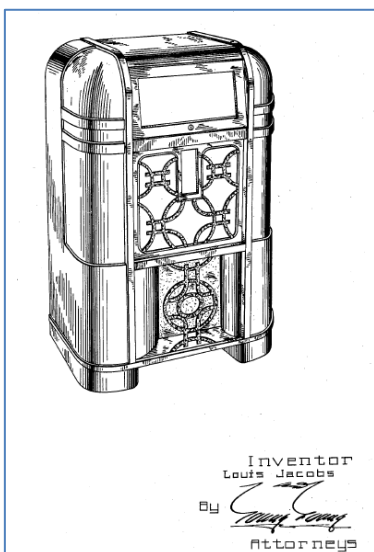
**MUSIC MERCHANTS
PROTECT YOUR INVESTMENT**

1. A NEW FIELD OPENED WIDE WITH THIS BRILLIANT ATTACHMENT.
2. A SENSATIONAL SUCCESS IN ALL LOCATIONS.
3. SETS A NEW RECORD FOR POPULAR ILLUMINATED GRILLE.
5. VERY IMPRESSIVE ILLUMINATED CORNERS AND DOOR.
6. NOT A MAKESHIFT, HAS FACTORY-BUILT APPEARANCE.
7. THIS MODERNIZATION STEPS-UP YOUR PROFITS.
8. ONE OF THE BEST INVESTMENTS YOU EVER MADE.
9. APPEARANCE GREATLY PLEASES ALL LOCATIONS.
10. WIDELY COPIED, STILL THE UNDISPUTED LEADER IN WORKMANSHIP AND MATERIAL.

CORNERS AND DOOR PLASTIC \$12.50
GRILLE WIRED WITH BULBS \$12.50
COMPLETE \$25.00

**JACOBS NOVELTY COMPANY
STEVENS POINT, WISCONSIN**

The younger brother Paul William took over the activities of the Jacobs Novelty Co. from Louis in February 1956, and managed the company until he died on the 23rd March 1966. The older brother Raymond Phillip was a talented musician, and was several years touring the country, playing cornet in the Ringling Brothers Circus band, and later established his own Ray Jacobs Music Store. He was married to Maryanna Mosey and lived his life in Stevens Point until he passed away on the 24th April 1980, and the story of the pioneer family involved in the phonograph company history had come to an end. Most of the Jacobs family members are interred at the Saint Stephen Cemetery in Stevens Point, Portage County. Paul William Jacobs was cremated and buried at the Wisconsin Memorial Park in Brookfield.



THE NEW HOSTESS!

**Modernize Your
Wired Music Units
With This Sensational
New Cabinet**

Attractively Illuminated
Sparkling Metal Trim
Beautiful Walnut Finish

SPECIFICATIONS:

Height - - 53 Inches
Width - - - 33 Inches
Depth - - - 21 Inches

**JACOBS NOVELTY COMPANY
STEVENS POINT, WISCONSIN**



Family Line

Nicholas Jacobs Sr. (1841-1916)

Catherine *Gross* Jacobs (1847-1896)

Nicholas C. Jacobs Jr. (1871-1936)

Helena *Skibba* Jacobs (1873-1953)

Louis Aloisius Jacobs (1894-1957)

Helen J. *Haidvogl* Jacobs (1894-1945)

Marian Lucile *Ells* Jacobs (1910-1984)

Raymond Phillip Jacobs (1896-1980)

Maryanna E. *Mosey* Jacobs (1898-1966)

Paul William Jacobs (1907-1966)

Ida T. *Mayek* Jacobs (1910-1987)

Katherine T. *McPhail* Jacobs (1920-1967)



Louis and Helen Jacobs' home at 1316 Division Street



*'Spot Saloon' at 1105 Main Street, Stevens Point.
Nicholas C. Jacobs Jr. (1871-1936) leaning on counter in the background.
Left: Frank J. Bartkowitz (1869-1955) and Clarence N. Kellar (1885-1955).
Name of customer to the right unknown.
Slot machine on counter, Automatic Banjo and coin-op piano to the right.
(Photo by Stankowski Studio) (Dave Hobson, 1973)*



'Hotel Jacobs', winter ca. 1910



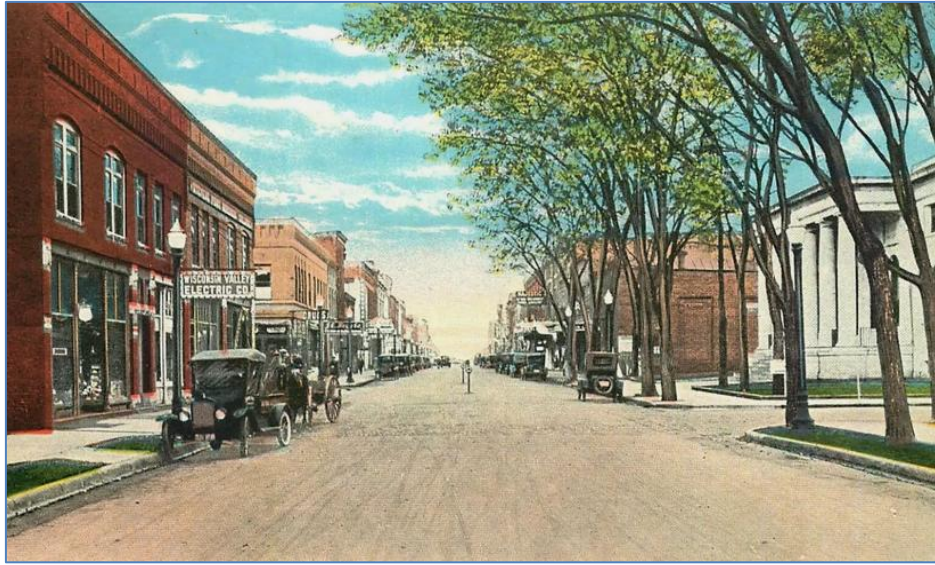
From left: The muralist Edward John Pfiffner (1919-2016), Florian Joseph (Sarge) Flatoff (1924-1989), and Paul William Jacobs (1907-1966) at the front desk of 'Hotel Whiting', Stevens Point, Wisconsin. (date unknown)

The location of the original 'Jacobs House' was next to that of 'Hotel Whiting'.



Some of the key upstate operators who journeyed to Milwaukee to attend the joint state and local meeting. From left: Cliff Bookmeier, Green Bay; Herb Tonnell, Appleton; Lou Glass, Madison; Jim Stansfield, La Crosse; Paul Jacobs, Stevens Point, and Dewey Wright, Wausau.

Billboard, May 13, 1963



Main Street, Stevens Point, 1920s



From left: Philip L. Burgeson (1893-1965) (O. D. Jennings & Co.), Louis A. Jacobs (1894-1957) (Jacobs Novelty Co.), and Carroll E. Vetterick (1906-1969) (O. D. Jennings & Co.). Automatic Age, November, 1941.



Raymond P. Jacobs (1896-1980)

(Jacobs Manufacturing Co.)



**JACK-POT
ATTACHMENT**

For Caille Machines


Fits All Models

Pot starts filling as soon as empty.

Single Attachment ---\$15.00
Two or more --- \$12.50 each

JACOBS NOVELTY CO.
Steven's Point, Wis.

Automatic Age, November, 1929



JACK-POT

For CAILLE Machines
with Automatic Filler

Fits All Models

JACOBS NOVELTY CO.
STEVENS POINT, WIS.

Automatic Age, July, 1930

**JACK-POT-ATTACHMENT
IS MAKING NEW PROFIT RECORDS**



- FITS ANY PIN GAME ON THE MARKET
- EASILY INSTALLED
- CHEAT PROOF
- REWARD CARDS AND PLAYING COMBINATIONS ADAPTABLE FOR ALL GAMES

Send \$1.50 for Sample of Jack Pot and Reward Cards

JACOBS NOVELTY CO.
Stevens Point Wisconsin

Automatic Age, August, 1932

Modernize Your Phonograph

with

Jacobs' Light-up Grilles

for Wurlitzer Model 616

Stock on hand for Immediate Delivery
at Factory Prices.

\$12.50 each

For details see advertisement on opposite page.

Wm. Nathanson

2835 West Pico St.

Parkway 9191

Los Angeles


Coin Machine Review, April, 1939

YOU CAN ADD

FLASH AND COLOR

TO YOUR MODEL 616 PHONOGRAPHS

They will make more money for you!



Blended our design
a powerful invisible
attraction

Your business and
patrons will be
attracted with this
new color

Decorative design
polished aluminum
with gleaming silver
jewel studs

New glowing, heavy
dressed leaves our
ears are very rich
and satisfying

Your 616 can be made
to look like this by
installing our equip-
ment as it

Illustration depicts
how well color very
effective visible from
any angle

PRICE COMPLETE \$25.00
CORNERS AND PLASTIC FRONT DOOR \$12.50 GRILLE ONLY \$12.50

(See complete description on other sheet)

JACOBS NOVELTY CO.