

NOBODY BUT NOBODY BUT MASON OF CALIFORNIA MAKES THE GENUINE MONTEREY FURNITURE AND NOBODY BUT NOBODY BUT NOBODY BUT ELESTROMS HAS IT IN SALEM.

Monterey... the magic name brings visions of color, warmth and leisureliving comfort of traditionally hospitable California homes. It speaks of real relaxation ... of a contentment as vast as the spacious West. As traditional as a cowboy's chaps ... as contemporary as a superhighway ... Mason Monterey Furniture enables you to bring this easyto-live-with atmosphere into your own home. The passing years are kind to this dramatic blend of Early California, Colonial and Provincial styling, for it is enhanced by the finest graftsmanship that patience, skill and modern methods can produce. The hand-tooled leather-work ... the handwrought iron fittings ... the colorful hand decorations—impossible to duplicate by mechanical methods ... all attest a pride of workmanship, a zeal to excel, that sets Mason Monterey apart from ordinary furniture and renders mere imitations pale by contrast.

Look for the horseshoe actually branded on each piece of Mason Monterey Furniture. It is your, guarantee of beauty and quality craftsmanship.



The above photograph of our latest window display shows MONTEREY as it might look in your home. . . Let our studio for homes decorators assist you in planning a complete room down to the last detail of color, draperies, rugs, wallpaper, pictures, and accessories. There is no obligation entailed and NO CHARGE . . . and it's all OPEN STOCK including LIVING ROOM, BEDROOM, and DINING ROOM GROUPS.

TERMS TO SUIT YOUR BUDGET

RL.Elfstrom Co.

340 Court

