

Announcing

ELFSTROM'S 3rd

MONEY SAVING

ANNIVERSARY SALE

Starting Today -- for 9 Days Only -- We Will Present Headline Money Saving Values -- in Appreciation of Your Three Years of Faithful Support!

FIRST Time in Salem

At last!
THE *Craftmaster*
A NATIONALLY ADVERTISED BRAND
Electrically heated
MATTRESS



RELAXING AS WARM BEACH SAND



ONLY \$69.50

BUILT AND GUARANTEED BY



RESTS TIRED NERVES

RELAXES TIRED MUSCLES



APPROVED BY FIRE UNDERWRITERS

You'll rest relaxed in soothing warmth! Gentle heat beneath your body keeps you cozy all night, as you sleep on this sensational new Craftmaster electrically-heated mattress. The heating element is built right into the mattress . . . under the luxurious quilted top. No thermostat to adjust, nothing to get out of order! Try it . . . sleep soundly . . . awake refreshed. This new scientific method of heat by absorption is found only in this Craftmaster mattress!



Pretty Big for Three, Ain't I?
And I'm Growing All the Time.

IT'S OUR BIRTHDAY -- BUT YOU GET THE PRESENTS -- JUST LOOK AT THESE 3 SLICES OF CAKE BELOW!



Buy one quart of the famous Sherwin-Williams miracle finish that looks and washes like baked enamel at 2.39, and a 1.50 high quality 2-inch paint brush.

Both for 244

5c for the brush!

Matching ottoman with comfortable tilt-back chairs for cost of chair alone.

Reg. 97.50 Now only 69.95

Custom made slipcovers in wide range of selected decorator fabrics. Complete.

Chair 22.50

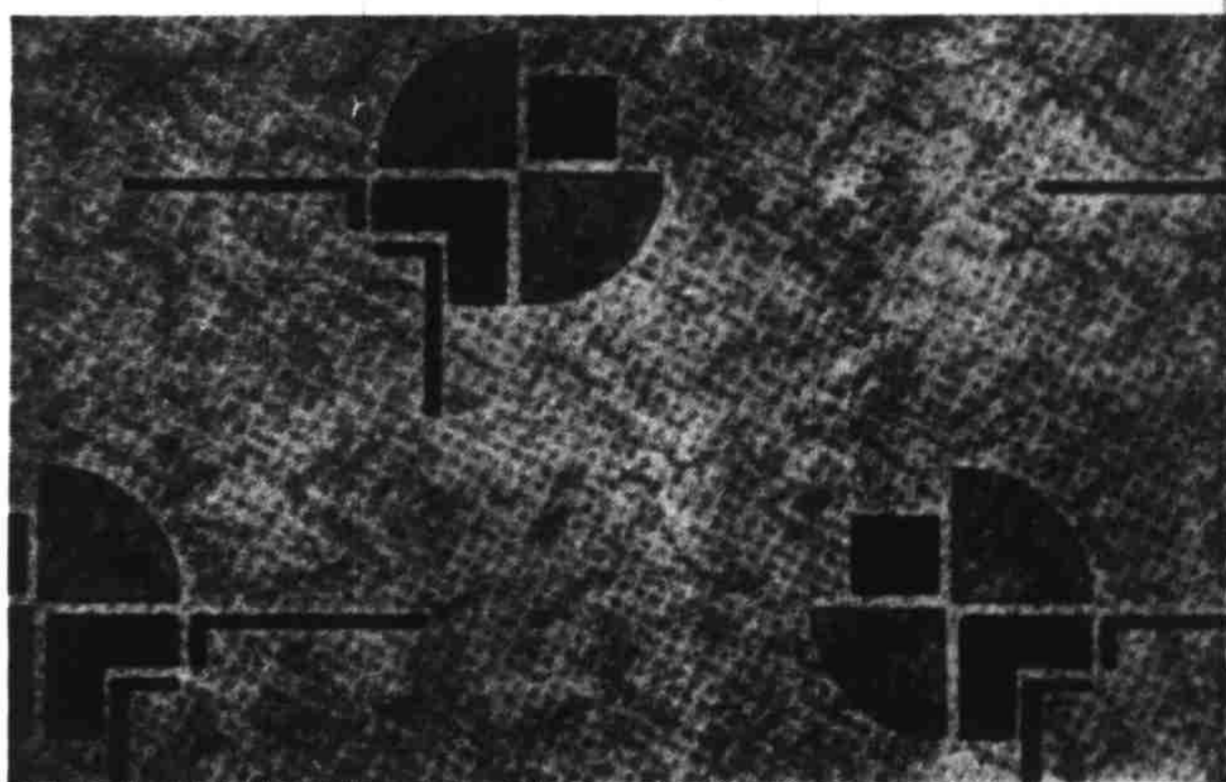
Davenport 42.50

Business Is Always Good at Elfstroms

Keep Turnin' the Pages!
You Ain't Seen Nothin' Yet!

Elfstroms Introduces the New DEL-WARE KOLORFLOR

Looks and Wears Like Inlaid Linoleum



Here in a wide range of colors and patterns is a chemically treated fiber covering mixed with oils, gums and resins -- then duplexed to a heavy waterproofed felt back. It is the homemakers long-felt need for a long-wearing, artistically designed floor covering at a minimum cost. So easy to install and to keep clean.

Colors and Patterns Won't Wear Off

They CAN'T! -- Because they go clear through to the back . . . This factor alone makes DEL-WARE KOLORFLOR your most economical buy for long life. Available in marbled and all-over pattern, clear whites, brilliant reds, vivid greens and blues, as well as soft browns and in-between shades.



And Only 129 A sq. yd.

Flexible It Won't Crack or Break When Bent-- An Elfstrom Exclusive



R. L. Elfstrom Co.

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