

# Fall at Elfstrom's HOME FASHION TIME



## LIVING ROOM GROUPS

Every designer of living room furniture has surpassed all previous designs to help you enjoy living at home — by embodying in their designs every known device to combine beauty - comfort and durability - never before have designs been so adaptable to all types of homes.

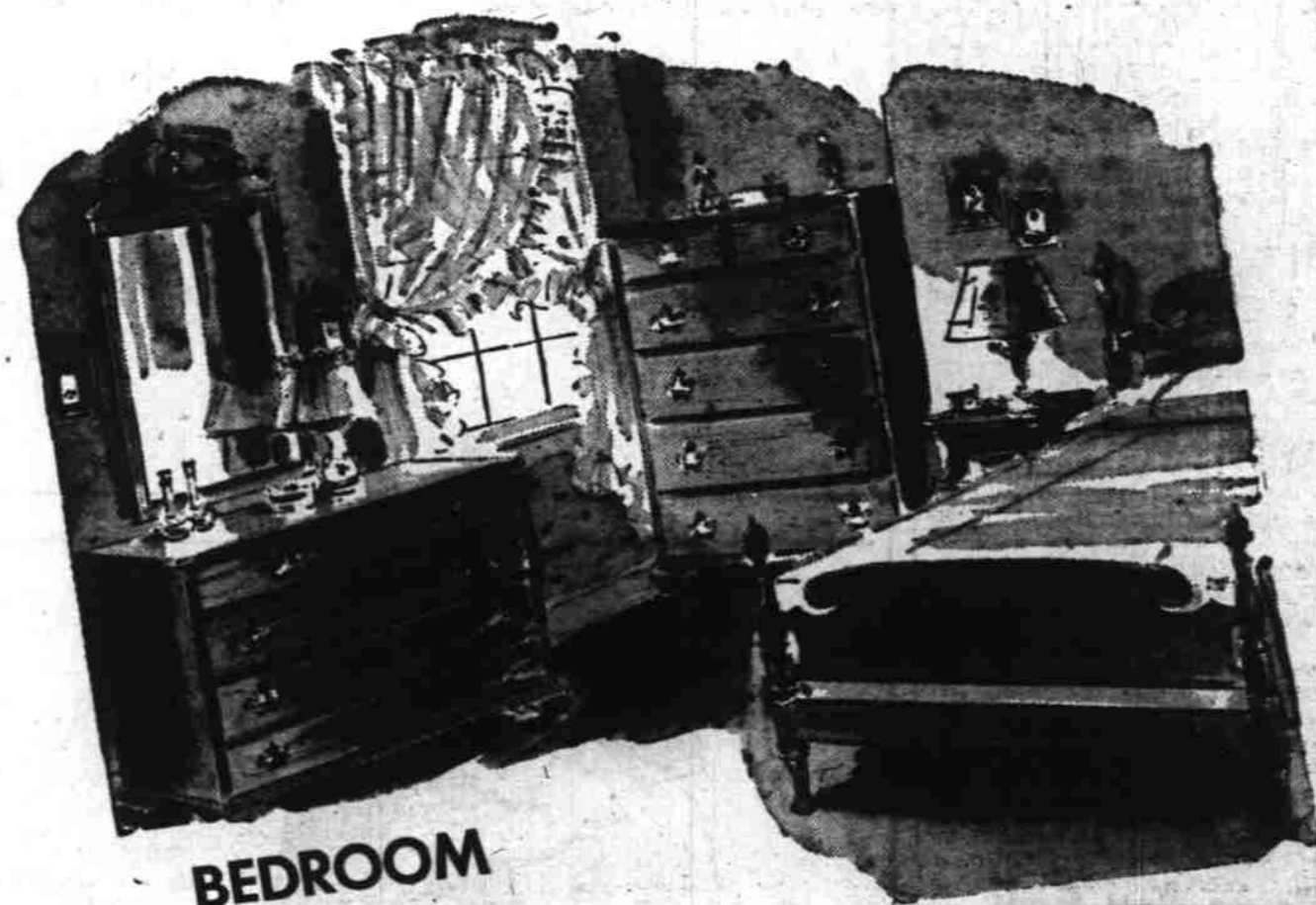
Let us help you - Enjoy Living at Home

Fall Opening at Elfstrom's brings to our mind that our sole purpose is to make homes liveable—To this end, we have strived to ever offer the latest designs in Home Furnishings which combine Beauty - Comfort and Durability - Designs for every type of home and for every type of budget — Products of leading manufacturers and mills presented to you by a friendly, sincere personnel - proud of the merchandise we sell and proud of the name we represent—proud to help you enjoy living at home.



## Salem's Largest Carpet Selections

Never before has the carpet industry been able to offer the outstanding selection of colors and patterns we now have to show you — Axminsters and Wiltons in widest arrays of weaves — Tone on Tone, Hooked, Twist, Frigze, Moderns and exclusive patterns by internationally known designers to help you enjoy living at home.



## BEDROOM FURNITURE

Beautiful assortments of Maple - Mahogany - Cherry - Walnut — in natural, platinum, and bleached finishes — modern and period designs — all the latest selections from nationally known manufacturers to help you enjoy living at home.



## Draperies! Curtains, Slip-covers!

Our Drapery Department is bulging with new fall goods we have just received—we invite you to come in and see these beautiful assortments. For Friday Nite Special we feature a brand new group of lovely 36 in. Pebble Cottons for Slip Covers and Draperies — modern, conventional and tropical leaf patterns \$1.59 a yard.

3rd Floor

## Elfstrom's Interior Decorating Service

When you purchase home furnishings at Elfstrom's you can feel sure that your selection is correct as to style and color coordination — We are at your service with expert decorating counsel to help you enjoy living at home.

You're Invited to Visit Elfstrom's  
during Fall Opening Tonight!

**R.L. Elfstrom Co.**  
Salem  
340 Court