

Announcing ELFSTROMS 3rd MONEY SAVING

ANNIVERSARY

SALE

STARTING TOMORROW - for 9 DAYS ONLY - WE WILL PRESENT HEADLINE MONEY SAVING VALUES - In Appreciation of Your 3 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?
but I'm growing all the time

It's Our Birthday—but YOU GET THE PRESENTS - Just Look at There 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 plus a 1.50 High Quality 2-inch paint brush.

BOTH FOR

2.44

5c for Brush!

MATCHING OTTOMAN for 1.00 with comfortable TILT BACK CHAIRS at regular price.

Reg. 97.50 NOW ONLY

69.95

FOR BOTH

CUSTOM MADE SLIPCOVERS in wide range of selected decorator fabrics. Complete.

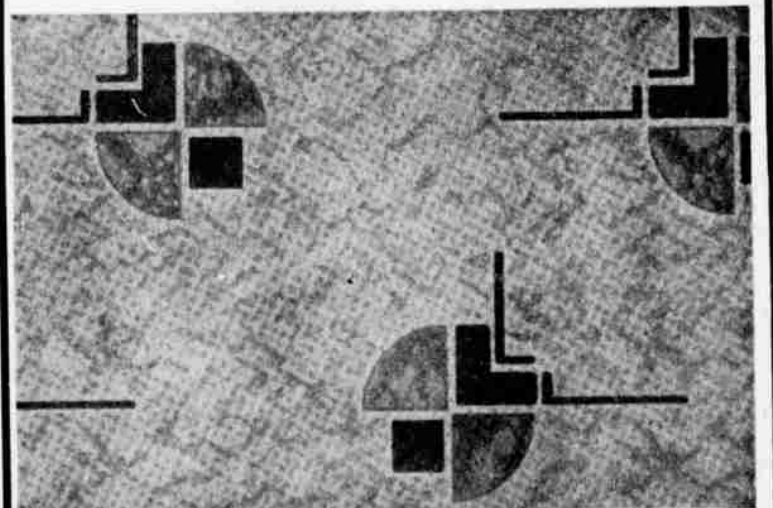
CHAIR 22.50

DAVENPORT 42.50

BUSINESS IS ALWAYS GOOD AT ELFSTROMS

KEEP TURNIN' THE PAGES! YOU AIN'T SEEN NUTHIN' YET!

ELFSTROM'S 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 duplexed to a 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 marble-ized and all-over pattern, clear whites, brilliant reds vivid greens and blues, as well as soft browns and in-between shades.

And Only

1.29

A sq. yd.

FLEXIBLE

It Won't Crack or Break When Bent

An ELFSTROM Exclusive



R. L. Elfstrom Co.
340 COURT
PHONE 2-2493