750

229.50

NATIONALLY ADVERTISED BRAND

WEEK ANNIVERSARY SPECIALS!

Our Birthday Value Event Is a GREAT SUCCESS!

Salemites really know thrifty buys when they see them . . . Just for good measure we're adding a few more values you can't afford to miss - and there are still many more earlier advertised bargains on



hand. The 2 for 1 mattress combinations are going like hot cakes so hurry, hurry, hurry . . . if you want to take advantage of this tremendous saving.

with a slight accent on MODERN

FIRST SHOWING In SALEM!

An ELFSTROM Exclusive

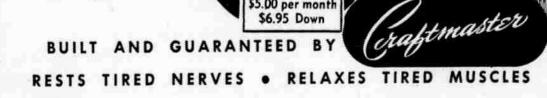
At last: THE Craftmaster NATIONALLY ADVERTISED BRA Electrically heated

MATTRESS

3 PC. SECTIONAL in beautiful rose beige frieze. You can use it as a sofa or as three comfortable chairs. Five-year Gold Seal Guarantee on construction. So practical! So ver-satile! Regular 269.50.

quilted rose mohair. A 379.50 value.....

2-PC. STYLEHOUSE DAVENPORT and CHAIR, upholstered in



ONLY

\$5.00 per month



MANNA

RELAXING AS WARM BEACH SAND

> A flick of the switch, and you sleep relaxed in warmth that's just right! Gentle heat rising from beneath your body induces complete relaxation of aching muscles . . . tired nerves . . . and you sleep soundly! The heating element is built right into the mattresses . . . securely placed under the luxuriously comfortable quilted top. No thermostat to adjust, nothing to get out of order! Your regular sheet and blanket keep heat from escaping into a cold room. You sleep snugly . . . awake refreshed! See it! . . . try it . . . the revolutionary new Craftmaster electrically heated mattress!

.50

Matching Box Spring for 59.50

PAY AS LITTLE AS 10% DOWN Take Up to Two Years to Pay Balance You Can Always Save Money at Elfstrom's

