

# WEEK END 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



## BEDROOM BEAUTY on a budget!

We've gone through our bedroom suites with a sharp-pointed pencil, to give you values you won't find elsewhere!

**3-PC. EASTERN MAPLE 98.50**  
—a charming suite with a nautical motif. Spool bed, chest, mirror dresser. Reg. \$149.50.

**6-PC. EASTERN MAHOGANY SUITE 197.50**  
Old World beauty in this richly designed suite. Twin poster beds, highboy, vanity, bench and dresser. Reg. 259.50

### Just the Odd Chests You Need . . .

**5 DRAWER CHEST** in plank or waterfall design. Center matched veneers. Reg. 44.50. **29.75**

**EASTERN LIMED OAK HIGHBOYS**, made by Kronkill. 5 drawers. Reg. 139.50. **79.50**

**PRECISION BUILT AVODIRE**, protected by marvelous SYNTHETONE—the modern heat cured finish. Regular 73.50 value, Now only **47.50**

**3 DRAWER KRONKILL** limed oak lowboy. Drawer pulls. Built to endure. Large storage space. Reg. 139.50. **52.50**



**3 DRAWER LGWBOY 47.50** in cedar lined limed oak with deep storage compartments. Reg. 67.50

## NATIONALLY ADVERTISED TABLE APPLIANCES

# 25% OFF

No, We Can't Mention Names or Prices — But You Can See for Yourself They're All Top Brands

TOASTERS, WAFFLE IRONS, MIXERS, ROASTERS, SANDWICH GRILLS  
BLENDERS, ELECTRIC IRONS

### CUSTOM MADE SLIPCOVERS At a Price You Won't Mind Paying

Select your fabric from a special decorator group we are showing. We will pick up your chair or sofa and bring it into our shop. We will then transform it into a bright new piece that will bring new life to any room. Elfstroms have long been known for craftsmanship and perfection of fitting.

CHAIR **2250** SOFA **4250**

EXPERT REUPHOLSTERING . . .

Your old worn-out furniture can be recovered or completely rebuilt or refinished in our new modern shop.



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**

**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 versatile! Regular 269.50. **197.50**  
Modern contrasting chair in green frieze. Regular 89.50. . . . . **57.50**  
**2-PC. STYLEHOUSE DAVENPORT and CHAIR**, upholstered in quilted rose mohair. A 379.50 value. . . . . **229.50**

## FIRST SHOWING In SALEM! An ELFSTROM Exclusive

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

RELAXING AS WARM BEACH SAND

**ONLY \$69.50**  
\$5.00 per month \$6.95 Down

*Craftmaster*

BUILT AND GUARANTEED BY *Craftmaster*  
RESTS TIRED NERVES • RELAXES TIRED MUSCLES



APPROVED BY FIRE UNDERWRITERS

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 mattress . . . 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!

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

*R.L. Elfstrom Co.*  
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