

SANTA SAYS "YOUR HOME SHOULD COME FIRST"

General Electric Auto. Toaster

Automatically Pops-Up and Keeps Warm



When toast is done and pops up, current automatically turns off except to keep toast warm. Toast is browned just as you like it. Easily removed crumb tray beneath.

\$21.50

Main Floor - Sold on Terms

General Electric Waffle Iron

Quick Heating, Nickel Chromium. Evenly Distributes Heat Over Grid Surfaces.



Concentrates Heat in the Unit, Minimizing Heat Loss

Will brown waffle evenly. A gift the whole family will enjoy. **\$17.95**

Main Floor

General Electric Sandwich Grill and Waffle Iron Combination



Beautifully designed polished chrome. Easy to keep clean. Enjoy your bacon and eggs prepared right at your breakfast table, while you sit back, relax and read your morning paper. Waffle grids can be quickly substituted for sandwich grill. **\$14.95**

Main Floor

General Electric Sunbowl Heater

1000 Watts --- 115 Volts



Operates on alternating and direct current. Quick intense heat. Clean and odorless, readily adjustable. Easy to carry from room to room. Easy to keep clean.

\$8.95

Main Floor

What a Gift! What a Beauty!

General Electric Portable Radio

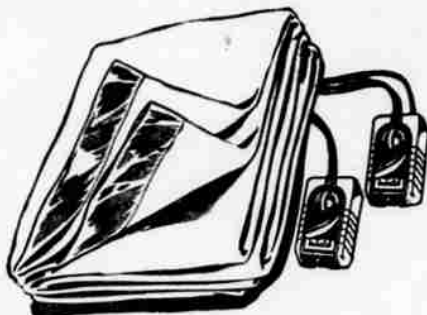


Here is a delightfully different portable. It's stunning maroon plastic case is a slender 2 3/4 inches! AC, DC batteries. Only 7 1/2 pounds complete.

A Truly Personal Portable Complete With Batteries, **\$49.95**

Also Sold on Convenient Payment Plan

Main Floor



Here Is a Gift That Will Be Appreciated and Enjoyed for Years and Years to Come

It will be used night after night, winter after winter, providing wonderful, cozy sleeping warmth for some lucky person. For a grateful "Merry Xmas" make your best gift a General Electric Automatic Blanket. Four colors—Cedar, Rose, Blue and Green.

Standard Quality 50% wool, 25% rayon, 25% cotton. Deluxe Quality 75% wool, 25% cotton.

Twin Size Standard . . . 39.95; Deluxe . . . 47.95

Double Bed Size, One Control -- Standard Quality . . . 44.95; Deluxe Quality 49.95

Double Bed Size, Two Controls -- Standard Quality . . . 54.95; Deluxe Quality, 2 Con., . . 59.95

Also Sold on Convenient Payment Plan - Main Floor



General Electric Fully Automatic Coffee Maker

Press button — coffee is made automatically. 2 to 8 cups. Glass filter rod—AC only. 6 ft. cord, complete with stove.

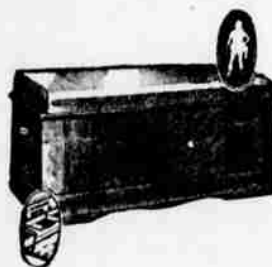
"Tastegard" gives coffee uniform strength whether you brew 2 cups or 8. Pyrex heat resistant glass bowls. Fully automatic. **\$12.95**

Other General Electric Models \$1.95 and up

Main Floor

Nationally Advertised "Cavalier"

Cedar Chest



Lift-O-Matic tray, metal dust protection, push-button lock. Diagonally matched walnut and Oriental veneers with marquetry inlay.

A beautiful and convenient gift which any woman will cherish for life. **\$49.50**

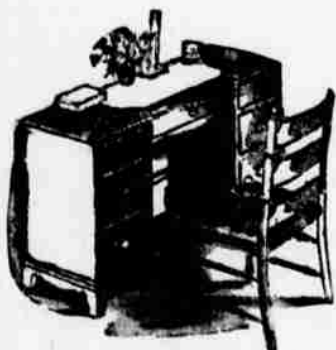
Sold on Convenient Terms

Many Other Models and Finishes

2nd Floor

Home Desks

Decorative and Useful



A real serviceable item of furniture for the use of all the family—Mother, Dad and Children. Beautiful design and many finishes. See our large and varied selection.

2nd Floor

When You Buy a General Electric Console with All These Advancements You're Years Ahead!

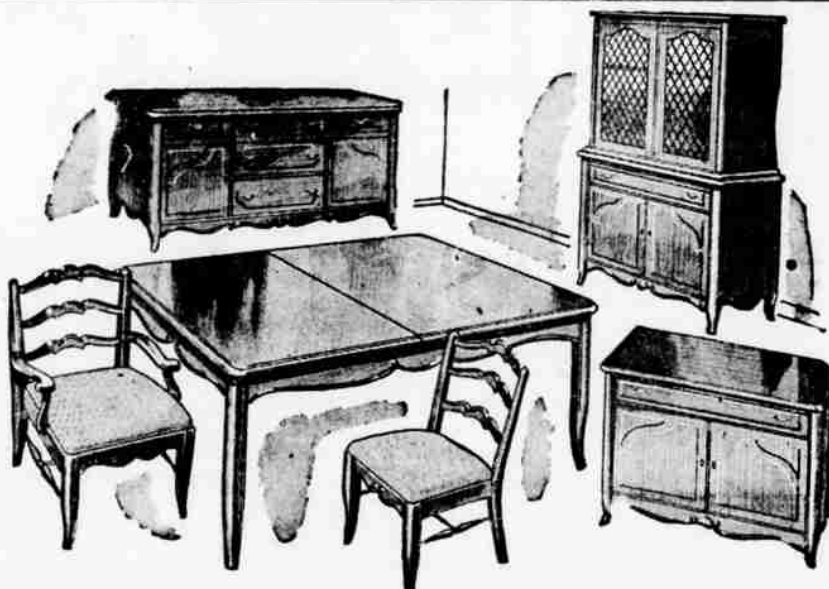


- Distinguished Federal period cabinet fashioned of richly grained mahogany.
- Automatic phonograph with the sensational G-E Electronic Reproducer.
- Genuine FM radio with its thrilling clarity and realism.
- Standard broadcasts, too, in natural color tone.
- 8 tubes plus rectifier.

• Storage space for over 80 records.

Phonograph plays both standard and long-play records Buy it with a sense of economy, own it with keen sense of pride! **\$169.50**

Also Sold on Convenient Payment Plan



"Marsais" Provincial Dining Suite

Takes its name from the famed little city of old France where for decades the customs, traditions and beauty of the provinces still abound.

Marsais Furniture retains the grace and charm of simple curve and line without the ornate decoration of other French Styles. Authentic styling -- Kiln dried select hardwoods -- Carefully machined -- Finest materials -- Hand rubbed.

8 PC. SET (Table, Buffet, 5 Side Chairs and one Host Chair) **289.50** China Extra **99.75**

Also Sold on Convenient Payment Plan - Second Floor

For those different personal gifts which are always so highly treasured, be sure to visit Elfstrom's 3rd Floor. You will be pleasantly surprised to see the many truly beautiful gifts displayed there by Mrs. Maison and Mrs. Beck. They will also wrap them beautifully.

VISIT "THE GIFT BOX" ON YOUR XMAS SHOPPING TOUR

Exhibition of Northwest Watercolors and Drawings by MENALKAS SELANDER

Will be closed Nov. 11th, Armistice Day, in cooperation with other Salem furniture stores.

R.L. Elfstrom Co.

340 COURT STREET

SALEM, OREGON

The Handiest Extra Seat Around the House Ideal for Conversation Groups --



Hassocks

In many various shapes, colors and sizes, and covered in durable and washable material.

From **\$6.95**

To **\$27.50**

An Ideal Gift For the Home

2nd Floor

Blankets for a Beauty Sleep



Light, But Warm and Made by

Chatham

of 100% Virgin wool. To look well and feel well, sleep well under the medium weight Chatham Blanket.

Lamsdown—100% Virgin wool blanket. Rayon acetate satin binding — Rose, Blue, Green, White, Peach, Yellow and Lilac. Full size 72"x 90" . . . **\$16.95**

2nd Floor



Just the thing for that new look for the guest room or the children's room.