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**MEET BOB JONES**  
A real Oregonian who has been a freighter for over three years. Bob handles the billing and claim work for the Salem office, and prior to his return to Salem was office manager at our Ephrata, Washington, station. Bob graduated from Oregon State college in 1949, is married and has a three-year-old daughter.

**CONSOLIDATED FREIGHTWAYS**  
1435 E. Hoyt St. Telephone 3-9137

**Ermel's Colonial Furniture**  
In Candalaria District Has  
Solution for Gift Problems

This Attractively Arranged Store Can Supply Practical Christmas Gifts of Many Kinds, Domestic and Imported; Plenty of Free Parking Space and Room to Browse Around; Open Till 9 P.M.

By R. KENNETH EVANS

This is the first post-war year that residents of the nation, states and local communities have shown a definite trend towards the purchase of practical Christmas gifts. A realization is evident that the leveling off time has come. Business is good and economic conditions are stable, which perhaps accounts for this trend. One of the popular commercial establishments, in Salem, which offers a wide and diversified selection of practical gifts is Ermel's Colonial Furniture, 2745 South Commercial street, in the Candalaria shopping district. This store could rightfully be likened to a large storage warehouse where Santa Claus keeps his gifts for adults. And additional attractive shopping features are: ample parking space; room to browse around to your heart's content; a well departmentized store where it is comparatively easy to make selections; S and H stamps, and open evenings until 9 o'clock.

"The finest gifts of all are under the maple tree" emphasizes R. H. Ermel, owner of Ermel's Colonial Furniture. He further points out that traditional American furniture with that rich, warm, mellow, New England look are practical and ideal for solving the never ending problem of holiday gift giving. This is furniture with endearing charm, keyed to an authentic note of Colonial craftsmanship. It is livable, loveable and designed to make dreams a reality. These Christmas gifts, with Colonial charm, include milk stools, cobbler's bench, spice cabinets, milk glass, coffee grinders, Colonial china, ash trays, Colonial lamps and many others.

Some Practical Suggestions  
Just a few suggestions from the large assortment of gifts of all kinds, domestic and imported from England, Holland, Sweden and Germany include brass plaques, jugs, planters, candelabra, trivets, smokers, miniatures, silent butlers, etc. In the copper classification are, also, planters, bowls, plaques, water cans, ash trays, tea kettles, silent butlers, etc. Sugar bucket novelties include ice buckets, shoe shine, cookies, nut or candy, magazine, sewing, smoker and table lamps.

Wood novelties to be found at Ermel's Colonial Furniture include knitting bowls, wall racks, wall and table planters, ash trays, servers, spoon holders, pipe holders, butcher block, spice chest, etc. Black iron gifts include trivets, candelabra, scones and miniatures. Lamps of all kinds including floor, table, hurricane, boudoir, novelty, pin-up, student and piano lamps in brass, copper, milk glass, china, pottery, maple, etc. A new stock of imperial milk glass and pictures galore (all sizes and subjects) round out only a few of the many items that are available for practical Christmas gifts at Ermel's Colonial Furniture.

Offers Best Known Lines  
Ermel's has been offering America's best known lines of traditional furniture, with a reputation for superb workmanship, since the store was formally opened in September, 1951. This includes available furniture of cheerful friendliness for the living room, dining room, bed room and den.

"Lovely homes are lovelier when inspired with traditional maple," states Mr. Ermel. "We are featuring manufacturers who are recognized for the best in style, quality and dependability. Colonial maple reproductions by Heywood-Wakefield, Ethan Allen, Sprague & Carlton, Kiling, Salem House, Empire, Gold Aro, Lighthouse, Veal and Revere, represent the last word in quality and practicability," concluded Mr. Ermel.

The establishment of Ermel's Colonial Furniture was prompted by the never ending question: "Where can I buy Maple," which was placed before Mr. and Mrs. R. H. Ermel, by dozens of customers while they were operating the Salem Home Furniture Co. store. According to Mr. Ermel, a decision was reached to go suburban. Accordingly they opened a new wayside furniture store at 2745 South Commercial street which makes it possible to avoid the many parking problems with ample room for expansion, without hurting anyone.

Colonial furniture was made the specialty of the store and today Ermel's offer a full selection of maple to supply the many people who had asked them where to buy it. The store has a wide attractive front, with 60 feet of window space. A wide concrete ramp has been built between the store and the highway line, which makes it easy to drive up to the front door for loading purchases. The inside of the store, in addition to being brilliantly lighted at night, is attractively decorated. One wall is covered with colonial pattern wallpaper which is synonymous with the name of the store. The colors of this wallpaper are reproduced in the rest of the large merchandise display room. The back wall is of knotty pine in maple finish, and the other walls, shelves, counters and floor are in green, brown, beige and rose colors.

Store Is Impressive  
When one steps through the front door of this commercial establishment its magnitude is impressive and the environment presents a restful and confidential feeling.

One can browse around to his heart's content and, actually, be thrilled with the wide and diversified stock of merchandise which is available. Ermel's Colonial Furniture offers a number of special services including decorator counseling, custom order service, free delivery and free parking. James R. Humphrey, with many years experience in the furniture and decorating field will be most happy to meet with you and discuss your furniture problems either at the store or in your home by appointment.

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**SALEM'S MAPLE SHOP**  
We Give 2-1/2% Green Stamps

**Ermel's COLONIAL FURNITURE**  
2745 So. Commercial Salem, Ore. Phone 3-4742

FREE PARKING Maple Furniture and Gift Ware

**GIFT SUGGESTIONS FOR THE HOME!**  
Holiday Specials Await Your Selection - Now at **Ermel's**

We Give 2-1/2% Green Stamps - Open Evenings Until 9 - Plenty of Free Parking Space

FURNITURE GIFTS	MILK GLASS	BRASS WALL PLAQUES	WOODEN NOVELTIES
Salem Maple Cricket Chair 24.95	Ash Tray, 3 styles 1.00	8" Medallion Brass Plaque 1.50	French Provincial 11" Decorated Bowl 5.00
Barrel back, 2 styles 24.50	5" and 6" Vases 1.80	10" Brass Plaque 2.45	French Provincial 9" Snack Server 3.15
Lovely Early American Jump Bench 24.50	Salt & Pepper Shakers 2.25	12" Brass or Copper Plaque 2.70	Decorated Leather Thong in Handle
Eastern Maple 45.00	Salt & Pepper in Basket 3.50	15" Brass or Copper Plaque 4.50	Provincial 6" Bowl, set of 4 4.50
Drop Leaf Tea Wagon 26.75	9" Crinkle Bowl 3.80	17" Brass or Copper Plaque 5.85	-16" Ball Bearing Lazy Susan, decorated French Prov. 8.95
With drawer, Hardrock Maple 24.50	Sugar & Creamer 4.00	23" Brass Plaque 12.50	13" Knitting Bowl, Prov. finish 8.95
Dachshund Drop Leaf Coffee Table 26.75	Fruit Bowl, Banana Bowl 6.95		Pine Spice Shelf 2.70
Eastern Hard Maple 24.50	12" Cake Plate, lace edge 6.95		Pine 6-drawer Spice Cabinet 7.65
Solid Maple Cobbler Bench 24.50			Pine 3-shelf Wall Shelf 5.95
Eastern Maple, Salem finish 54.50			Fiddle back Spoon Holder 4.95
Spice Chest Radio for Early American home, Maple or Cherry.			For 9 spoons or 4 spoons and cup and saucer
			Hard Maple Chopping Block, round or square 4.95
Solid Maple CAPTAIN'S CHAIRS \$25 - \$29.50 - \$34.50			Guest Log, pine bind. 1.50
Solid Maple Windsor or Thumb-back Rocker 19.95			Sugar Bucket Serving Kit or magazine basket 9.95
Square TV Lamp Table, drawer and pull-out shelf 31.50			Same on 3 leg stool 12.50
			Sugar Bucket Ice Bucket, with glass liner, tongs 3.50
			Salem Maple Knitting Bowl 12.50

**BLACK IRON**  
Trivets, large assortment 1.00  
Trivet Sconce, single candle 1.45  
Trivet Sconce, 2 candle 2.15  
5-Candle Candelabra 5.35  
7-Candle Candelabra 8.95

**10% DISCOUNT ON LAMPS**  
Floor Lamp, Table Lamp, Novelty Hurricanes, Boudoir, Pin-Up, Student and Piano Lamps... in brass, copper, milk glass, china, pottery, maple, etc.

**Miscellaneous**  
Old Car Ash Trays China 45c  
Brass Candle Snuffer \$1.00  
Miniature Trivets .65c  
English Tea Pots China \$2.98  
Handmade Chair Pads \$2.00  
Handmade Table Mats 90c - \$1.35

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**Ermel's COLONIAL FURNITURE**  
2745 So. Commercial Salem, Ore. Phone 3-4742