



**MAKE THE ENTIRE FAMILY HAPPY WITH A NEW LIVING ROOM SUITE—*Ideal Gift!***

**\$49<sup>75</sup> to \$195**

Here at Sterchis you're sure to find just the suite you want to live with—all priced 10% to 30% under today's market. Come in early!

**LIBERAL TRADE-IN ALLOWANCES**

**COLONIAL DESK**  
*Ideal Gifts!*

**\$24<sup>75</sup> to \$69<sup>75</sup>**

Here, too, you'll find the finest selection of desks in the Carolinas. A desk will say Merry Xmas for years to come!

**OPEN AN ACCOUNT**

**WE SAY "IDEAL"—FOR A DINING ROOM SUITE IS AN EVERLASTING GIFT**

**\$59<sup>75</sup> to \$229<sup>75</sup>**

Soon the entire family will be home again—make everyone happy with new furniture in the dining room. Save 10% to 30% by buying now.

**CAROLINA'S LARGEST SELECTION**

**TABLES**  
*Ideal Gifts!*

**\$1<sup>00</sup> to \$39<sup>75</sup>**

Every home will welcome a new table! To our way of thinking, nothing makes a finer gift. Choose from a splendid selection—just received.

**DON'T WAIT—SHOP EARLY**

**LAMPS**

**\$1<sup>00</sup> to \$14<sup>75</sup>**

Every wanted type for every wanted purpose is now on display. Nothing brightens a home better than a new lamp.

**SEE COMPLETE DISPLAY**

**PICTURES**

**\$1<sup>00</sup> to \$39<sup>75</sup>**

See our complete display. You will be delighted! Many, many beautiful pictures to choose from—but first selection is best!

**Rockers**  
*Ideal Gifts!*

**\$4<sup>95</sup> to \$39<sup>75</sup>**

Absolutely the ideal gift for mother or wife—and here at Sterchis you'll find a splendid selection to choose from. Buy early!

**LOUNGE CHAIRS**  
Prices Begin At

**\$14<sup>95</sup>**

We can't possibly describe all of them—just come see and save! Over 100 chairs to choose from.

**Coffee Tables**

**\$3<sup>95</sup> to \$24<sup>75</sup>**

Truly an ideal gift! Last year's stock was exhausted a week before Xmas. We advise shopping early!

**LANE CEDAR CHEST**

**\$14<sup>95</sup> to \$44<sup>75</sup>**

And, Mister, you can't go wrong when you send her a Lane chest. It's ideal for the "Girl Friend."

**Boudoir Chairs**

**\$5<sup>95</sup> to \$14<sup>75</sup>**

Brighten up the bedroom with a beautiful chair or Chaise longue and listen to them say—"Thank you"—It's an ideal gift!

**MIRRORS**  
*Ideal Gifts!*

**\$1<sup>00</sup> to \$19<sup>75</sup>**

A gift that keeps on saying "Merry Xmas"! And here at Sterchis you'll find a real selection to choose from—come in, see and save!

**OPEN AN ACCOUNT**

*Ideal Gifts!*

**MATTRESS**

**\$7<sup>95</sup> to \$39<sup>50</sup>**

Why spend your money unwisely? Give something really worthwhile! Give to each other. We suggest Simmons Beautyrest—it's ideal.

**See Complete Display**

**Bedroom Suites—*Ideal Gifts!***  
Wide Selection to Choose From

**\$49<sup>75</sup> to \$175**

An ideal way to say Merry Christmas to your wife or daughter. Place a new bedroom suite in the home and we're sure their Christmas will be full of happiness. Make your selection now—while stocks are complete.

**SAVE 10% TO 30% THIS MONTH**

**Scatter Rugs**  
*Ideal Gifts!*

**\$2<sup>95</sup> to \$19<sup>75</sup>**

Perhaps just the thing for mother, dad, or wife. Beautiful colonial and conventional patterns to choose from—but come early.

**Colonial Dinette Suites**  
*Ideal Gift for the Home!*

**\$29<sup>75</sup> to \$89<sup>75</sup>**

Why waste your money? Invest your Xmas savings in something for the home. At Sterchis you'll find a wide selection of solid maple dinette suites to choose from.

**SEE OUR WINDOWS**

**Breakfast Suites**

**\$8<sup>95</sup> to \$29<sup>75</sup>**

Why not have Xmas breakfast on a big new breakfast table and be seated in comfort? It's an ideal investment.

**SEE AND SAVE**

**HOOSIER and NU-IDEA**  
**Kitchen Cabinets**

**\$19<sup>75</sup> to \$69<sup>75</sup>**

Any mother or wife will be plenty happy with a gift of this kind. Many new features—come in early.

**BUY NOW—PAY NEXT YEAR**

**Wood-Oil**  
**RANGES**  
*Ideal Gifts!*

**\$39<sup>75</sup> to \$119<sup>75</sup>**

Sterchis feature a wide selection of all types of ranges—gas, oil, and coal or wood. Trade in your old stove. Save and save!

*Ideal Gifts!*

**Occasional Chairs**

**\$4<sup>95</sup> to \$19<sup>75</sup>**

Never before a finer selection! At Sterchis you're sure to find just the chair you've been wanting.

**See Complete Display**

**Special Christmas Message—Read It Out Loud!**

New shipments have been arriving daily for the last several days. Now every department throughout the store is literally sparkling—with bright, new, up-to-the-minute gifts—Gifts that are absolutely ideal. Come expecting "things ideal"—you will not be disappointed!

It is ideal to shop where good, practical gift suggestions are assembled, all under one roof. We are doing everything possible to make this the merriest Christmas in years, and you will find that our prices in every department are exceptionally low this season.

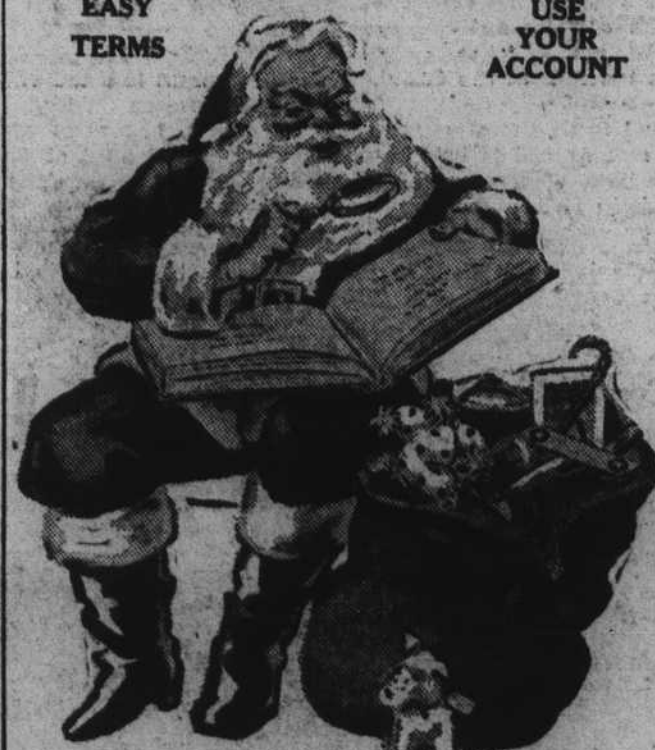
This year we have worked out a system to help you remember everyone on your list with ideal gifts. Terms may be arranged so that you can pay for anything next year, as you are paid. Let us explain how easy it will be for you to buy gifts and pay in 1937.

The selling will be fast. Make your selections now. We will deliver as desired!

— Shelby —

**TOYS!**

**EASY TERMS**      **USE YOUR ACCOUNT**



- DUMP TRUCKS, ..... \$1.00 up
- WAGONS, ..... \$1.00 up
- DOLL CARRIAGES, ..... \$2.95 up
- BREAKFAST SETS, ..... \$2.95 up
- DESK SETS, ..... \$4.95 up
- VELOCIPEDES, ..... \$2.75 up
- LOCOMOTIVES, ..... \$1.75 up
- AUTOMOBILES, ..... \$5.44 up
- SIDEWALK BIKES, ..... \$9.95 up
- SCOOTERS ..... \$1.95 up
- BICYCLE ..... \$27.50 up

**PLACE ORDERS EARLY!**

*Ideal Gifts!*

**SECRETARIES**

**\$29<sup>75</sup> to \$89<sup>75</sup>**

And never in our history have we had a better selection to choose from. "Seeing Is Believing"—so we say to you—come in, see and save!

**SEE COMPLETE DISPLAY**

**RADIOS**

Prices Begin At **\$24<sup>75</sup>**

Philco—RCA—Victor

See and hear the new radios—then you, too, will say, "Ideal!" Remember—it makes a difference where you buy a radio.

**OPEN AN ACCOUNT**

**KNEE-HOLE DESK**

**\$19<sup>75</sup> to \$69<sup>75</sup>**

These desks are both beautiful and serviceable. Years of everlasting joy for any family.

**RUGS**

**\$29<sup>75</sup> to \$150**

For a 9x12

We know of nothing that pleases a lady more than a beautiful new rug. Why not choose from a wide selection?

**OPEN AN ACCOUNT — PAY NEXT YEAR!**

**Easy Convenient Terms—Cheerfully Granted**