

STERCHI'S

58
RETAIL STORES
10
Busy Factories



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Bed Outfit

3-piece bed outfit—large filler iron bed, choice of several finishes, comfortable springs, and guaranteed all cotton mattress—special for Friday and Saturday.

\$16.95

Coal Range

The famous Athens Red Star coal range at substantial saving—full size cook top with six eyes—white enamel oven door panel—guaranteed to give perfect satisfaction. FREE 32-piece set of dinner ware with every range.

\$49.85

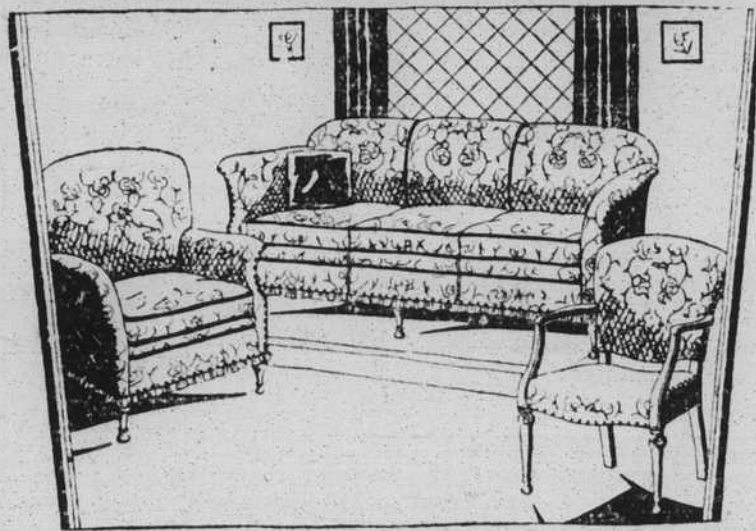
**GOOD NEWS!!
For All Cleveland County**

Sterchi Brothers Stores Inc., the South's largest furniture and music stores, in opening their 58th store are endeavoring to give to the people of Cleveland County the best house furnishing store in this section. Sterchi stores cater to all classes by carrying inexpensive as well as the finest furnishings made. Formal opening Thursday evening, October 3rd from 7:30 to 10 o'clock. We extend you a cordial invitation to visit our store. Special music by the Troubadours, Charlotte's premier dance orchestra. No merchandise sold opening night. Open for business Friday morning with many special values for opening week.

SPECIALS FOR FRIDAY AND SATURDAY

<p>CANE BOTTOM CHAIRS First quality double cane chairs—hickory frame—cash and carry— 89c</p>	<p>PICTURES One lot of beautiful framed pictures—assorted subjects—cash and carry— 98c</p>	<p>ELECTRIC IRONS Absolutely guaranteed for two years—cash and carry \$1.95</p>	<p>SILK PILLOWS Suitable for living-room—very special value— \$1.95</p>	<p>PERCOLATORS Family size—genuine electric percolators—guaranteed for two years—cash and carry— \$1.95</p>	<p>CARD TABLES Folding card tables—steady—well made—with smooth tops—cash and carry— \$1.39</p>	<p>CURTAINS Crinkled curtains in 5-piece sets, including valance; side drapes, and tie backs—many pleasing colors—special for cash and carry— 69c</p>
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LIVING ROOM SUITES



At Sterchi's you can always find on display a large stock of living room suites in the newest styles and coverings. See the new pillow arm and pleated back suites now on display. Opening week special—3-piece over-stuffed suite covered in combination Jacquard Velour—

\$69.85

MAJESTIC RANGES

There is no better coal range made than the great Majestic. All models on display.

**W & J SLOAN
LINOLEUM**

In felt base and inlays at \$1.00 a yard up.

SIMMONS

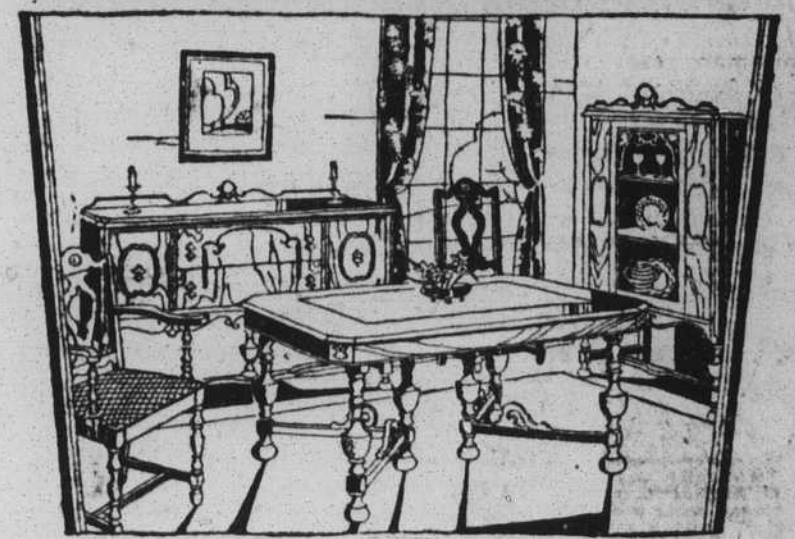
BEAUTY REST MATTRESSES
ACE SPRINGS — IRON BEDS.

*IT
COSTS
LESS AT
Sterchi's*



*IT
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DINING ROOM SUITES



You will find our stock of dining-room suites most complete—wide range of prices will enable you to find just the one you want. For those desiring a real fine dining-room suite we have a beautiful 10-piece Duncan Phyfe suite in Colonial Mahogany priced at—

\$500.00

MOHAWK RUGS

Axminsters, Velvets, and French Wiltons
\$29.85 to \$165.00

SUN BEAM

Cabinet Heaters

Reduce fuel bills—saves money, time and work
\$97.50 to \$115.00
Circulating Heaters **\$39.85 UP**

SECRETARIES — SPINETS — OCCASIONAL CHAIRS — TABLES.

MUSIC DEPARTMENT

On the mezzanine you will find a modern and up-to-date music department with full stock of latest Columbia and Vocalion records—full line of Columbia Phonographs and Freed Radios.



**FREED
RADIO**

Opening week special—Model NR55, 8-Tube set in handsome walnut cabinet—Complete **\$117.25**

\$5.00 CASH WILL PLACE THIS SET IN YOUR home —balance in small weekly payments.

**FORMAL OPENING
THURSDAY NIGHT**

7:30 TO 10 P. M. MUSIC BY THE TROUBADOURS. EVERYBODY INVITED. NO GOODS SOLD.

STERCHI BROS. STORES INC

THE SOUTH'S LARGEST FURNITURE AND MUSIC STORES.

NORTH CAROLINA STORES IN ASHEVILLE — CHARLOTTE — SHELBY.