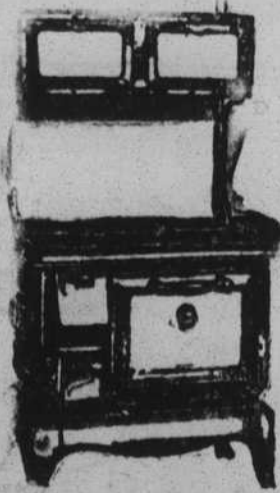


Furniture Prices Slashed Low! Tremendous Savings on Thousands of Dollars

STERCHI'S SPRING

AN OLD RANGE IS PERHAPS the most expensive thing you can have in your home. This marvelous range will begin paying for itself the day it is installed. The wonderful oven is a big help to any cook. Oven heated uniformly. Made in solid cast iron. Best material for ranges. Specially priced for this sale ONLY—



\$39.85

Startling Bargains IN DINING ROOM SUITES

If you have been waiting a long time to buy a dining room suite you have certainly played in GOLDEN LUCK—for this is beyond a doubt one of the most wonderful bargains you ever saw—attractive period design and the 9 pieces complete on easy terms. ONLY—



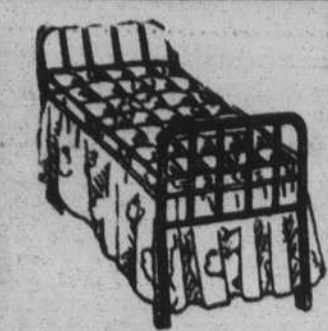
\$98.65

Genuine Walnut 10-Piece Dining Room Suite **\$259.50**

Here is a beauty—extra heavy, made of smooth finish high-lined American Walnut with attractive two-tone overlay, very snappy, very classy and a real bargain at \$275.00—NOW—

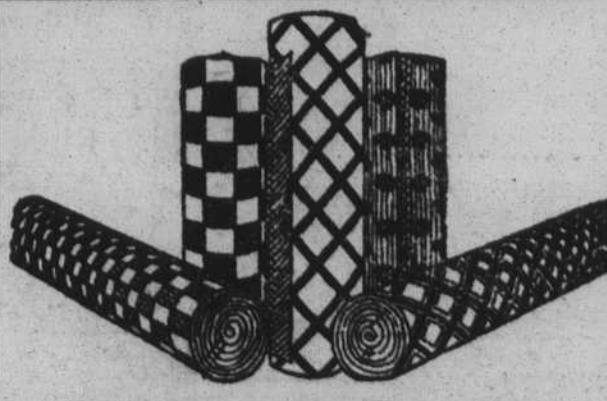
\$297.50

\$145.00 STERCHI-MADE WALNUT SUITE
Another tremendous bargain! Pedestal table, china cabinet, full size buffet, 5 chairs and host chair. A brand new style, beautifully finished in Walnut with modest, tasteful decorations—just enough to make it beautiful. 9 pieces complete. Specially priced during this sale at ONLY **\$119.85**



Da-Beds

Just the article to have in your home when extra company arrives. See this new beauty in mahogany finish, with comfortable, elastic covered cretonne mattress; special price is **\$23.85**



All Linoleums Reduced!

SPECIAL 6x9 FELT BASE BORDERLESS RUG **\$1.89**
CASH AND CARRY

\$7.50 Electric Iron

Here's another bargain that will make into a top and take notice! Ordinarily, this electric iron, itself, sells for \$10.00 but during this sale, while a limited number lasts, you may buy the electric iron and get the electric percolator as a gift from us. Electric percolator is free—only you get them both for only **\$4.95**

CASH - CARRY

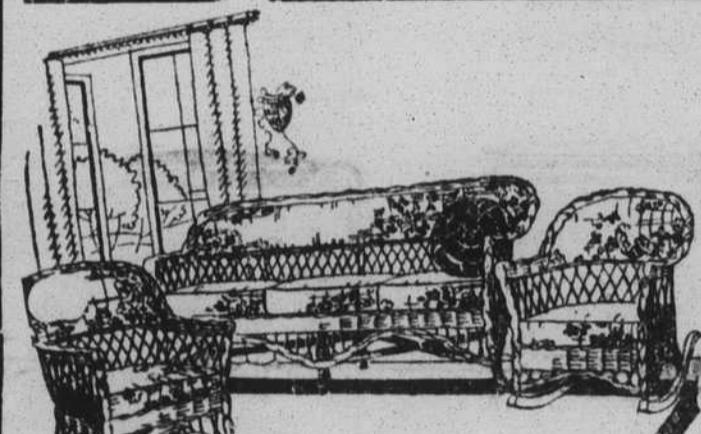
Spinet Desks And Secretaries

Mahogany Secretary, greatly reduced for this Special sale ONLY **\$49.50**
Other Secretaries in Period Designs—Prices ranging from **\$75.00 to \$150.00**

LARGE size Spinet Desk with drawer. Genuine mahogany. An unusual value at the regular price of \$37.50. A sensation **\$29.85**

Extra large Spinet desk with many pigeon holes and drawers. Genuine mahogany. Reduced from \$63.00 to **\$49.85**

Solid Mahogany Colonial reproduction. Has plenty working space and drawers for private papers. A real value in a Spinet desk ONLY **\$69.85**



Big Savings In Fibre Suites

\$52.50 Value.. New design, of beautiful, cool, comfortable weave—strong and durable.. A real "pick-up" at this bargain price! Beautifully covered in cretonne and artistically finished.. Three.. pieces. Specially reduced **\$41.85**

\$45.00 3-Piece Fibre suites finished in Nankin green and bloopan! An ideal suite for porch, veranda, waiting room or office. Sensationally priced **\$32.95**

\$60.00 Fibre suites. Special! 3-pieces beautifully upholstered in cretonne, spring-filled removable cushion, and finished in a charming color **\$39.85**

\$60.00 Fibre Suites. LUXURIOUS! 3-Pieces, with backs and seats upholstered in new designs of cretonne! Spring-filled removable seats. Wide arms, comfortable.. NOW ONLY **\$43.85**

Sale Starts Saturday Morning, 10 o'clock

Positively, you're going to want to attend this sale! You're just naturally going to want to know how far a dollar can be stretched when it comes to buying furniture—and certainly, you'll be doubly interested in seeing new styles and knowing what new styles for the coming months will be in furniture! Never before, in the history of Sterchi Bros. Stores, Inc., (more than 40 years) have such wonderful bargains been offered in the Springtime sale—never before, have we offered to the home maker of the South such charming styles, such splendid quality or such variety in living room, dining room and bed room suites. And in odd pieces such as tables, chairs, floor coverings, kitchen cabinets, ranges, radios and phonographs you'll find bargains in this sale that will make it mighty easy for you to either buy more furniture for the money you have or save the difference.

STERCHI'S FIRST SALE In Shelby

Prices Cut—Terms Made Easier—COME EARLY!

Folks, honestly we have never made preparations for any sale with as much enthusiasm as we have for this one; we feel a debt of gratitude to you for the splendid co-operation we have received since opening in Shelby and especially are we thankful for the wonderful reception you have given us since we gave you one of the finest, most up-to-date home furnishing institutions in this entire section of the state. Shelby and

Easy Terms It Costs Less At Sterchi's



Prices Slashed—Terms Made Easier

\$125.00 3-Piece Velour Suite. It pleases us indeed to offer you this new Sterchi Made Special. We are truly proud of it and know you will love it! 3 Perfectly matched pieces and they are all specially priced now at ONLY **\$83.85**

This \$142.50 Velour Suite has the style, comfort and quality you want. One of the newest style creations! A beauty! It has the newest three bow or serpentine front, loose reversible cushions with exposed frame finished in dull mahogany. Nachmann spring construction throughout. Here's a suite that will give you the greatest comfort, 3 - Pieces ONLY **\$92.95**

This Cannot be beaten anywhere. A value that you have been looking for. A console combination, table decorated. Priced at ONLY **\$19.85**

BEST QUALITY Cane Bottom Chairs **89c**
50 - POUND FULL SIZE Cotton Mattresses **\$7.95**

STERCHI BROTHERS INC. "It Costs Less at Sterchi's" SOUTH LAFAYETTE STREET

Worth of Beautiful, New Style, High Grade Furniture! Come Buy & Save!

FURNITURE SALE!

March 1, Promptly At 8 o'clock

63 Sterchi stores are cooperating in this sale for the South in order to give everybody advantage of the tremendous savings we're offering. In every Sterchi store there are scores of bargains not listed in these two pages—anything you need for your home! The sale will start at all Sterchi stores Saturday morning, March 1 at 8:00 o'clock—and you'll find every item in this ad at every Sterchi Store. Tell your friends, your neighbors about these "factory-to-you" savings—about the new, Sterchi-made quality suites and plan to be here when the doors open Saturday morning, March 1. Special easy terms are being featured—plenty of salesmen will be on hand to serve you—and Sterchi service will be at its best as usual. Come! We're going to expect you! Entire stocks have been reduced and the advantage is all yours.

\$2.00 26-Pc. Sets TABLEWARE!

Talk about bargains—here's one you won't forget! 26 pieces, 6 plates, 6 forks, 6 teaspoons, 6 tablespoons, butter knife and sugar shaker. 26 pieces in all—dinner set. Non-transferable, non-refundable, safe for grown ups and kiddie alike and ideal for kitchen use. Limited number only. While they last, at **98c**
CASH - CARRY

KITCHEN CABINETS!

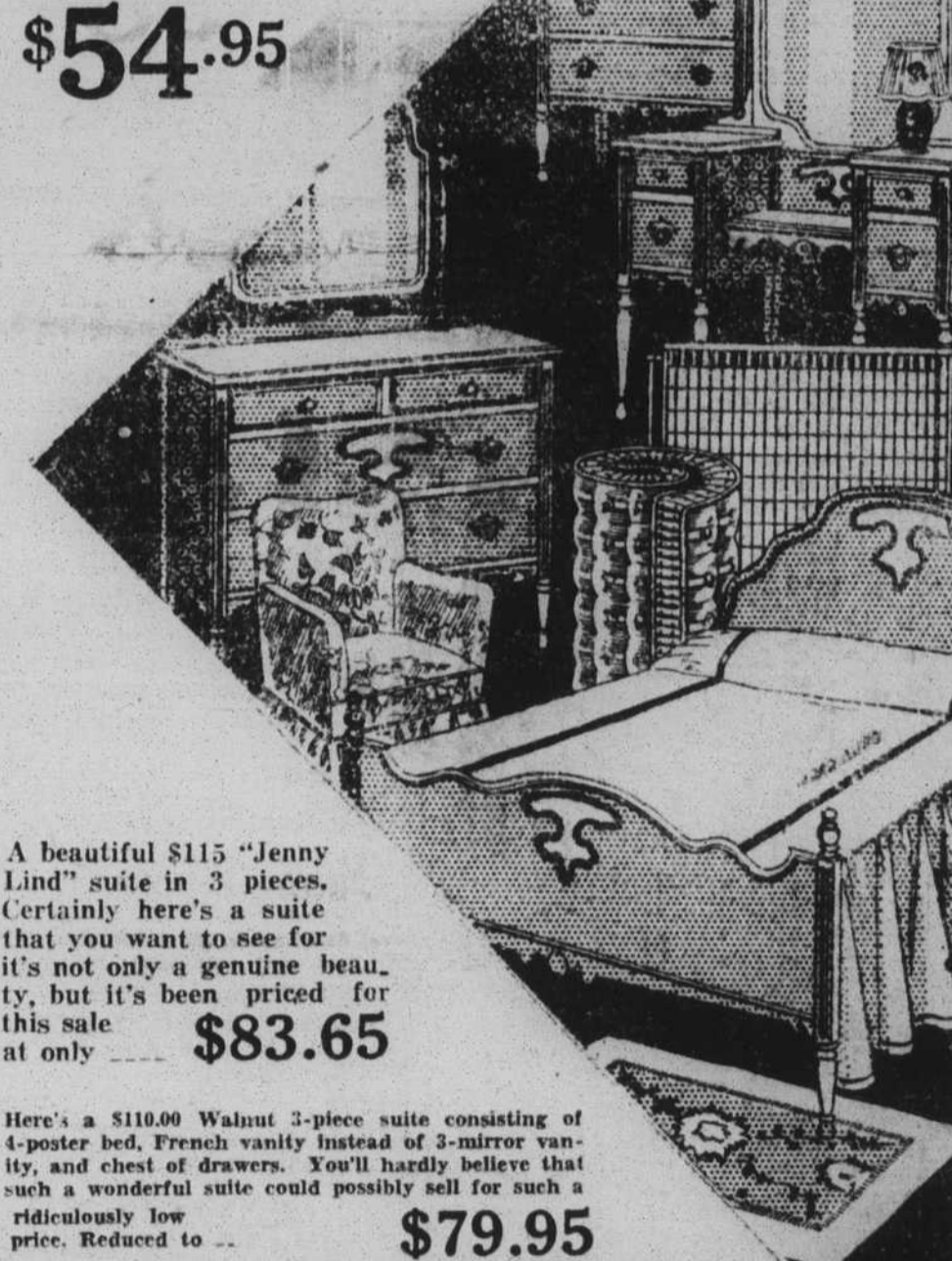


You've never seen any greater values—any bigger bargains in kitchen cabinets than you'll find in this sale. Here are just a few to give you an idea of the sensational low prices on them and the easy terms! Sterchi's special. The floor and metal bins at the bottom will hold almost a bushel each. Made in several beautiful enamel finishes and in plain oak. Convenient, spacious and a wonderful time and step saver. **\$31.85**
Now ONLY **\$31.85**
\$100 DOWN AND \$100 WEEK.

FREE—A handsome 22 piece dinner set with each one of these cabinets bought during this sale!
Talk about bargains—wait till you see this one! The Arist handy-helper cabinet. Economy convenient, sturdy and has a case for everything. You'll like it and you'll want it. Reduced to ONLY **\$38.85**

Sensational Bed Room Suites

Here is one of the very nicest in bed room suites; made right in our own factory under our personal supervision—and each suite consists of attractively finished vanity, semi-spindle bed and roomy chest of drawers; choice of several new finishes and colors. Easy terms and the price is only—



\$54.95

A beautiful \$115 "Jenny Lind" suite in 3 pieces. Certainly here's a suite that you want to see for it's not only a genuine beauty, but it's been priced for this sale **\$83.65** at only

Here's a \$110.00 Walnut 3-piece suite consisting of 4-poster bed, French vanity instead of 3-mirror vanity, and chest of drawers. You'll hardly believe that such a wonderful suite could possibly sell for such a ridiculously low price. Reduced to **\$79.95**
Here's a \$155. 3 piece suite you'll like—and you'll like it mightily well too—rich mahogany 6 drawer triple mirror vanity, large roomy chest and straight foot bed, a very well suite and specially priced at only **\$98.50**

5 Pc. BREAKFAST SUITE



Finished in your choice of enamel. Special sale price **\$19.85**
TERM \$1.00 CASH AND \$1.00 WEEK

Bed Outfit

This outfit includes heavy 2" post bed, resilient spring and mattress and orthopedic mattress; the bed set only **\$16.85**

STERCHI'S FIRST SALE In Shelby

Easier—COME EARLY!

you both deserve this Southern institution. We promised it to you when we came here and now we are ready to serve you as you would really like to be served. We just want to invite you to come to this sale especially to find the greatest array of Home Furnishing values you've ever seen—and we so confidently and unhesitatingly, in advance, assure you that even your fondest expectations will be more than well met when you enter our doors SATURDAY MORNING.

Easy Terms It Costs Less At Sterchi's



Shelby's Finest Living Room Suites

\$145.00 Beautiful 3-Pc. Living Room Suite which can be quickly turned into a bed room suite by simply opening the davenport. This fine Davenport suite, at this price, can't be beat anywhere! To see it is to want it and to own it is to have an extra bedroom always ready when unexpected company arrives. 3 pieces specially priced on Easy Terms too, at ONLY **\$119.65**

Regular \$195.00 all over Mohair, reverse cushions, full Nachmann Springs. Best value in our Store. NOW ONLY **\$149.85**

where. A value that you have been looking for. A console combination, table decorated. Priced at ONLY **\$19.85**

ALL FLOOR LAMPS REDUCED 25% TO 50%

Brand New \$250.00 Electric Victor Orthophonic Phonograph One Only **\$89.50**

Save Now On New, Quality Rugs!

What a wealth of savings are waiting for you in this sale in rugs—yes, rugs for every room in your home and for every rug need! Wait till you see—you'll get a thrill out of this if you like to save and get sure enough bargains! Our entire stock has undergone price reductions for this event. Variety is complete. Come at your first opportunity.

\$29.50 9 x 12 TAPESTRY RUGS
A "red-hot," leading value in our rug department for the opening week of this sale! Choice of the newest designs and colors. Made for good looks and long service. Reduced to, only **\$22.85**

\$45.00 9x12 Axminster Rugs
You know axminster quality—then you know what a value this is at this price. New patterns, new colorings, every design distinctive. See these, sure, when you visit our rug dept. Now only **\$38.95**

\$60 9x12 Heavy Axminster Rugs
It will be a genuine pleasure to select a rug from this set. Heavy quality, very latest colors and patterns. Soft, pliable and close woven. Special bargains. Make your choice early. Reduced **\$54.65**

\$5.00 THROW RUGS
27x34 size, good quality axminster rugs. Easily adaptable to any room, easy to move, beautiful and decorative. These are choice patterns featured at ONLY **\$3.39**

\$7.50 36x63 THROW RUGS
Another group of bargains! Little larger size—all new designs. Most suitable for hallways, entrances, sun parlors—yes, and any room. Sensational values. Reduced to ONLY **\$5.19**

Bridge Lamps

Metal Base and Paper Shade **98c**
— CASH AND CARRY —

CURTAINS

Crinkled Crepe, complete with valance and tie-back **69c**

Silk Pillows

Assorted shapes and colors **98c**
— CASH AND CARRY —

Foot Stools

Assorted colors, exceptionally good value for ONLY **98c**
— CASH AND CARRY —

BEAUTIFUL Wing Chair

Upholstered in Antique Tapestry, loose down cushion. This Chair was originally priced at \$80.00—NOW— **\$69.85**

STERCHI BROTHERS INC "It Costs Less at Sterchi's" SOUTH LAFAYETTE STREET