

TOMORROW!

Sterchi's Annual Money-Saving
FALL EVENT
For THRIFTY Home Makers

Fresh, New Merchandise
Spectacular Reductions

TRADE IN Your Old Furniture and Appliances . . .

as PART or *ALL of your **Down Payment!**

INNERSPRING MATTRESS



\$29.50

\$1 Down
Delivers

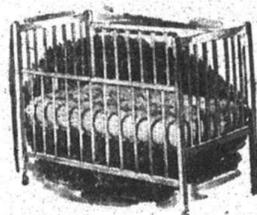
Does your present mattress give you a refreshing, good night's sleep? This special bargain will give you **BETTER SLEEP and BETTER HEALTH!** 180 coils, long-lasting tick, heavy padding top and bottom and PRICED BELOW CEILING!



All Steel ROLLAWAY BED

\$24. **\$1. DOWN**

Folds up, smoothly, quickly. Quiet, easy-rolling casters. Store it in your closet . . . roll it out for extra guests. Aluminum finish all steel frame, comfortable pad.



Hardwood, Dropside
CRIB and
Waterproof
Innerspring Mattress

BOTH FOR **\$34.95**

Full size, made of selected Northern hardwoods. Ivory or Maple finish. Smoothly operating dropside for convenience.

\$1 DOWN!

Double Cane Bottom Chair

LIMIT **\$148** NONE SOLD TO DEALERS!
TO A CUSTOMER! ea.

Here's what you've been looking for! Genuine, old fashioned double cane-bottom chair of unsurpassed dependability and wearing qualities. Handsome natural finish!

FINE, ALL STEEL

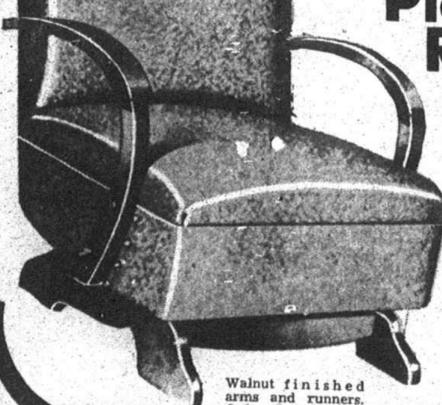


Only **\$1-DOWN!** Plastic Platform Rocker!

Special **\$19.**

Your choice of LIPSTICK RED or KELLEY GREEN in WASHABLE plastic. Sound, quality construction, quiet rocking action, luxurious spring-filled comfort. A money-saving buy at this low price.

Walnut finished arms and runners. Only fine, selected hardwoods used.



Nationally-Famous G-E IRON

\$9.95

\$1. DOWN

Quality, automatic, streamlined, 2 1/2" x 11" ironing surface. Cast iron soleplate.

G-E Triple Whip MIXER

\$34. \$1. DOWN

Perfect mixing of three powerful beaters . . . new juicer and automatic strainer!



The lightweight but powerful motor detaches easily if you want to beat, whip or mix something in your own utensils on your stove. 2 bowls and juicer.

A Real Bargain TABLE LAMP

\$7.95

A quality lamp by famous DEENA. America's largest lamp makers. 32 3/4" in. tall!

Save More—



\$1. DOWN

Handsome stretched rayon shade. Buy TWO for what you'd expect to pay for one!

Limited Quantity!

Buy SEVERAL!

2-Cap Laundry Heater

\$11.95 \$1. Down!

Made to the finest construction standards . . . And made to give you years and years of satisfactory service. Buy tomorrow!



\$5

Delivers ANY HEATER In Our Store!

Warm Morning

Build a fire but once a year with this nationally known coal or wood heater. Complete line. Model shown only . . . **\$49.50**

DUO-THERM

"Imperial" fuel oil circulator. Clean, work-free heat and Imperial-styled cabinet for your home! **\$64.95**

Less Tank

BARGAIN!

9x12

Felt Base RUGS

2 For \$9

Smart, new Fall patterns and colors to brighten your kitchen, bath, dinette or any room! Full size, thick enamel surface.

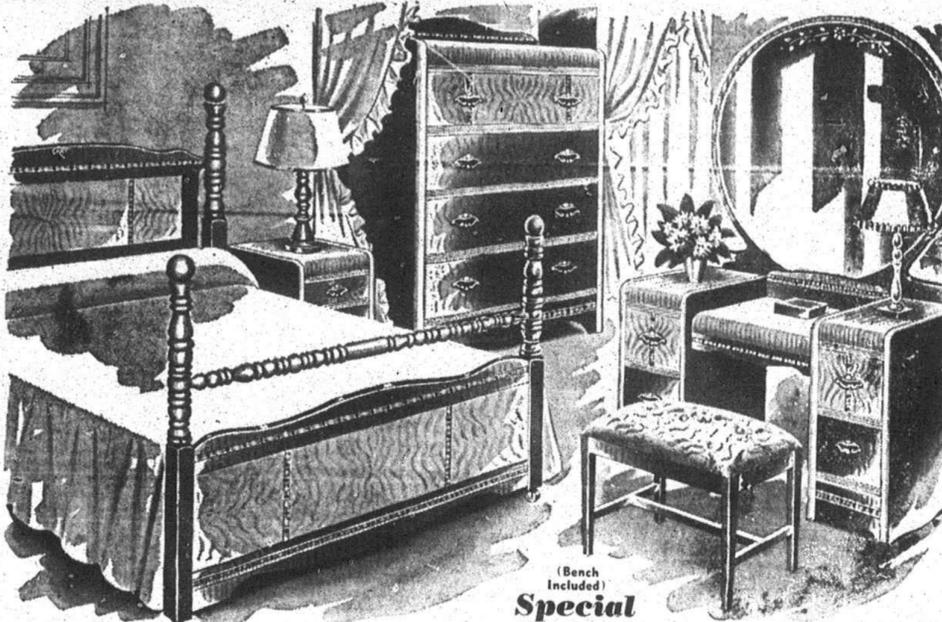
New Patterns! New Colors! 2 To A Customer!

IT COSTS LESS AT—
Sterchi's

THE SOUTH'S BEST HOME FURNISH

PHONE 348 • MOUNTAIN STREET

Sterchi's Great Annual FALL FESTIVAL SALE!



(Bench Included)
Special Value!

16 Pc. Bedroom Outfit

Extra style . . . extra value! 4-pc. massive poster bedroom suite with spacious chest, mirrored vanity and bench at what would be an amazing value for the suite alone at this low price!

- Handsome, massive poster bed!
- Large and spacious, 4-drawer chest!
- Drop center, 4-drawer vanity with circular mirror!
- Smartly padded vanity bench!
- Fine, felted cotton, comfortable mattress!
- TWO fluffy feather pillows!
- Eight-pc. vanity set which includes two lovely vanity lamps!

REDUCED TO-
\$148. COMPLETE

15% DOWN
18 MONTHS TO PAY

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Handsome stretched rayon shade. Buy TWO for what you'd expect to pay for one!

Limited Quantity!

Buy SEVERAL!



Complete with TOWEL RACK!

By Nationally Famous **ALVIN**

ONLY **\$3.95** (\$4.98 VALUE)

DOWN DELIVERS!

Here's phenomenal value! A sturdy cabinet that's so useful, so beautiful, so practical, you'll want several! And so easy to put up—anywhere!

Six roomy sections, to hold plenty of things, yet compact in size: 22" wide, 12" high, 5" deep.

GIVES YOU EXTRA ROOM, EXTRA BEAUTY—EVERYWHERE!

- KITCHEN
- BATHROOM
- PANTRY
- HALLWAY
- BASEMENT
- GARAGE
- GUEST ROOM
- LAUNDRY
- ATTIC
- PLAYROOM
- WORKROOM
- MAID'S ROOM

4 SMART DECORATOR COLORS: PORCELAIN-LIKE ENAMEL WHITE, RED, GREEN, YELLOW!