



W. L. FANNING AND COMPANY
 CORDIALLY INVITES YOU TO THE
 SUMMER SEASON OPENING
 FRIDAY AFTERNOON AND EVENING
 MAY, TWENTY-FIRST
 FOUR TO SIX and EIGHT TO TEN O'CLOCK

STORE CLOSED
 FRIDAY UNTIL
 4 P. M.

MUSIC BY THE TAR HEEL SYNCOPATORS

NEW
 CUSTOMERS DRIVE
 BEGINS
 SATURDAY, MAY 22ND

YOU DESERVE IT— WE WANT IT— AND WE BELIEVE YOUR PATRONAGE WORTHY OF IT.

More than eighteen months ago we moved into our present home, since then much of our time has been spent studying the requirements of our patrons and how we might better serve the people of this community. About thirty days ago we perfected a plan and have just completed a re-arranging and re-stocking program designed to put this store in the forefront of establishments of this sort, not only in Shelby, but in Western Carolina.

This opening is to give the people of Shelby, Cleveland and adjoining counties an opportunity and privilege of visiting the store under inviting circumstances, with our sales features eliminated, to see the kind of store which has been provided for their benefit.

We think we have provided here one of the best merchandising establishments in Western Carolina.

So, you are invited to visit FANNINGS to see, we repeat, what has been done to make this store worthy of the best support of the people of this community.

Pride in Our Town—Faith in the Progress of This Section—A Desire to Better Serve Its People—Prompts This Movement.

Our motives for making FANNINGS one of the very best stores in Western North Carolina were not altogether selfish. That is a sincere statement. Every dollar of profit for the past few years has been put back into the business to build it to higher levels of efficiency, to keep pace with a rapidly advancing community. In that sense the store has been created for its patrons. And ye would have you entertain the thought that it is a fact in which the community should take pride that such an establishment exists here. Through its existence you are offered the privilege of buying in a store in which, through its physical commodiousness, it is a pleasure to purchase, from big stocks, with wide range of selections, where service is a supreme factor.

It is true that from one point of view we are organized for profit, but from another point of view the store is an asset to the community, which the people cannot afford to be without.

From that standpoint it is a co-operative enterprise—and it is that way we like to view the work of building this business. And we would like to have you see the issue in that light—that the store is made for you for your service and your convenience, and the more you appreciate it and patronize it the greater becomes its ability to serve you.

W. L. Fanning and Company
 Shelby, North Carolina