

--FANNING'S-- --- --FANNING'S-- MEN'S WINTER SUITS & OVERCOATS

BEST STYLES AT ORDINARY PRICES

YOU CAN BE SURE OF GENUINE CLOTHES SATISFACTION IF YOU MAKE YOUR SELECTION FROM THE MANY STYLISH MODELS NOW ASSEMBLED IN OUR MEN'S DEPARTMENT.

Men's Overcoats

While this week's weather does not suggest it, we cordially invite you to look over what we consider the strongest line of Overcoats we have ever shown. Representing the best possible values at—

\$19.50 \$25.00 \$30.00 \$35.00 \$45.00



MEN'S SHOES AND OXFORDS

15 years experience has taught us we cannot be too careful in selection of footwear. To assure the best service, the most comfort, combined with style.

You will be pleased with our showing at—

\$4.95 \$7.50 \$10 \$12.50

Carters, Smiths, Florsheims, Clapps.



Men's Suits

Before you buy the next Suit give us the pleasure of showing you, and it is a real pleasure this season, because we have by far the widest range in patterns and materials and with the ample space provided in the new store we feel sure it will be more satisfactory to you to shop here.

An Exceptional Value
ALL WOOL SERGE

Curlee's 6121—a model for every man.

Sizes 34 to 50.

A better suit is not shown for \$35.00.

This number—

\$29.50

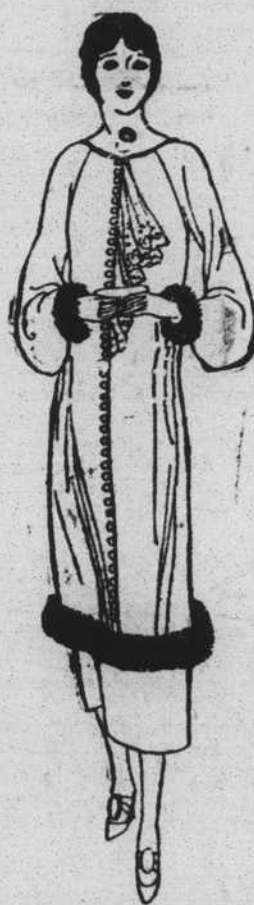
Curlee, Styleplus and Hart-Schaffner and Marx
SUITS

In best quality wools. Many handsome weaves & colorings have been carefully tailored for particular men. Reasonably priced—

\$19.50, \$25.00, \$30.00, \$35.00, \$40.00

READY-TO-WEAR

The first few days selling in our new store reduced our stock considerably in this department. But we were fortunate to have on order many numbers in Dresses and Coats which arrived this week and are now ready for your approval. There should be a great satisfaction to you wearing frocks or coats from Fanning's. They are styled right, made right, priced right.



—DRESSES—

Jersey, Flannels, plain, striped and plaids. For sport wear. Silks, Faille, Bengaline, Satin, for street and afternoon wear. No matter for what you want it, we have it.

\$9.75, \$12.50, \$19.50, \$29.50, \$34.50 and up.

COATS \$12.50 to \$97.50

We are anxious to show you.



CHARMING WINTER HATS

\$3 \$4 \$5 \$7 to \$12.50

They are hats that possess the necessary brilliancy to enrich Winter costumes. Entirely new are the ornaments. Many are trimmed with fur. And there are hats for every occasion in this collection. The price range is broad enough to satisfy all ideas of expenditure.

NEW WIDE LEATHER BELTS

Patent, Suede and Kid. They are very smart with one-piece dresses, sweaters, etc. **50c, 75c, \$1, \$1.50** Colors tan, red, green, rust, brown, black, grey, etc.

PIECE-GOODS

Offerings from the altogether new department in the New Store.

This Department with Miss Rosa Mae Shuford in charge has been given unusual time and thought. Therefore from a cotton fabric to the most stylish and desirable silks and wools. We feel it is second to none in Western Carolina.

NOVELTY CHECK \$1.39 Yd. 40-inches wide. Tan and Blue. Tan and brown, Tan and green.

WOOL CREPE \$1.95 Yd. 40-in. wide. Navy, black, fallow, green, tan, rose, taupe.

NOVELTY CHECKS, 98c Yd. Wool mixed. 36-in. wide. Tan, brown check, blue with black check.

Heavy Quality CREPE DE CHINE, \$1.95 Yd. 38-in wide. Black, navy, brown, tan, turquoise, copen and white.



NEW ARRIVALS IN FOOTWEAR

Distinctive in Style. Popular Prices.

A beautiful pattern—a perfect fitting last.

Black Satin, Patent **\$4.95**

Black Suede **\$6.50**

THE NEW LIGHT TAN CALF

Slightly perforated 12-8 covered heel. Specially priced **\$6.50**

Same patterns Black Satin and Patent.



A NEW PATENT RIBBON TIE So New We Haven't A Cut.

This number is a patent vamp, dull kid quarter, patent covered 14-8 heel. Very neat and dressy. Sizes 3 to 8, widths AA to C. **\$9.75** See this, the last word in stylish foot wear

BASEMENT FLOOR

We are proud of this floor and many customers have told us they were equally as proud of it. Because of its spaciousness and many values in many lines they could spend their time pleasantly and profitably.

Solid Leather WOMEN'S SHOES \$1.95

Black kid, full vamps. Rubber heels. Sizes 3 to 9.

SCHOOL SHOES For Growing Girls \$2.95

Brown Calf. Rubber heels. Sizes 2½ to 8.

CRIB BLANKETS Blue and Pink 59c

BOY'S HATS 98c

A large assortment. Tweeds Chinchilla, Serges and Wool Plaids.

All Wool ARMY COATS \$2.95 ARMY PANTS \$2.48

Straight legs.

MEN'S WORK SHIRTS 48c

Chambray, Stripes, Khaki. 14½ to 17.

36-inch Sea Island SHEETING 10c Yard

A Splendid Grade 9-4 Bleached SHEETING 48c Yard

HOSIERY

Men's black and cordovan 10c
Women's black and cordovan 10c

W. L. Fanning & Company