

# FANNING'S

## CHRISTMAS DRIVE

### Beginning Tuesday - December 9th



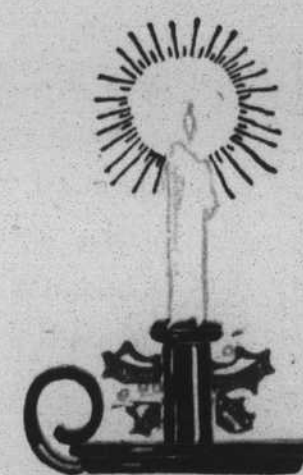
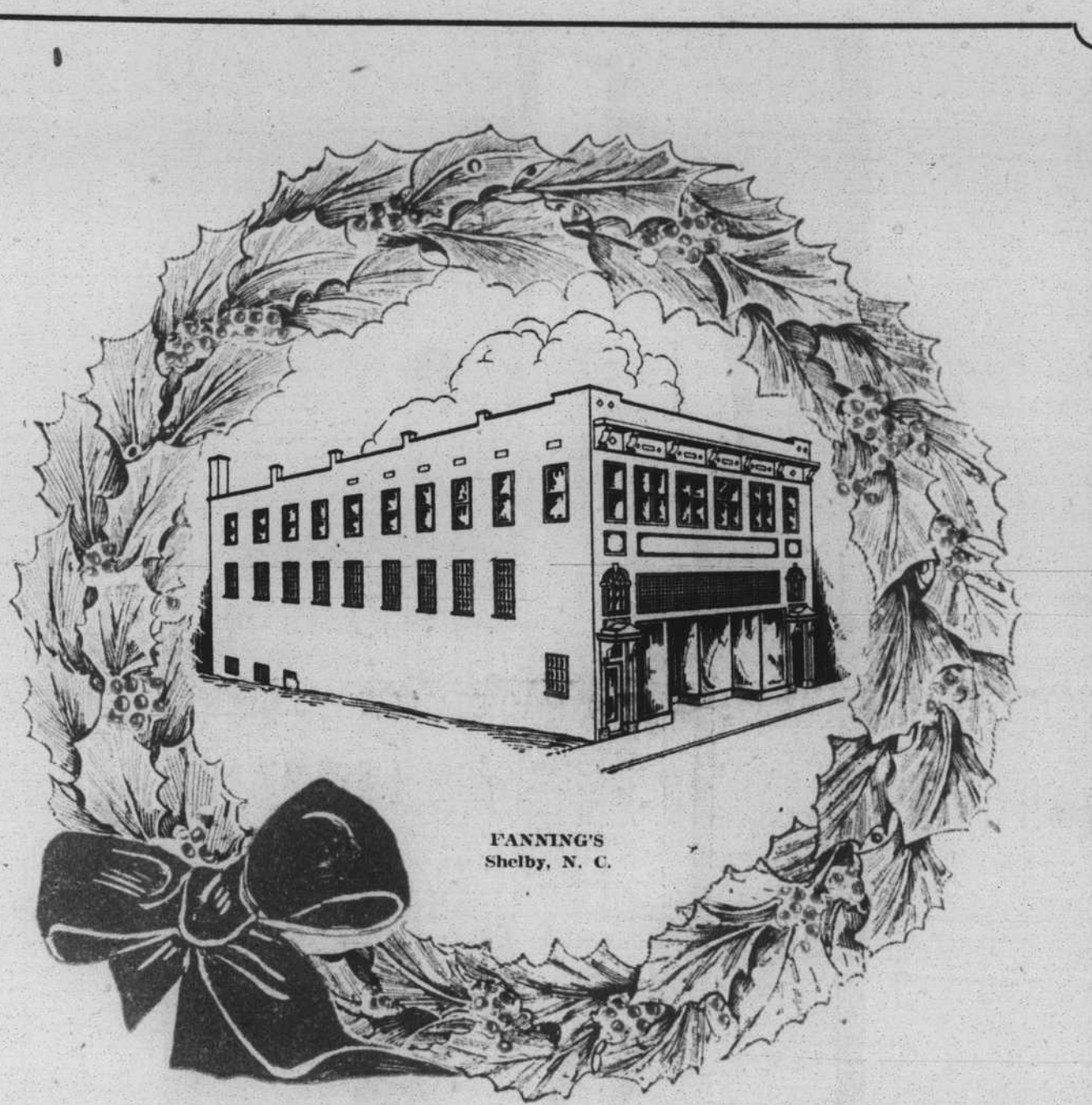
Every Department Contributes Liberally in Values to Make This Christmas Drive a Grand Success. Every Person in Every Department Doing Their Utmost to Make Christmas Shopping Easy and Profitable to You.



Choose The Right Store And Christmas Shopping Will Be A Real Pleasure



This four page SHOPPING GUIDE has been prepared for your convenience and information. Read carefully every item. Feel free to visit our store during the Christmas Shopping Days. We shall take pleasure in showing you and assist you in your selections.



Everything You Buy From Us We Guarantee To Give Satisfaction--If It Does Not We Ask That You Bring It Back



You will find here not only the less essentials which appeal to the exclusive Holiday Shopper, but the greatest showing of every day wearables at attractive prices. Shoes, Hats, Coats, Piece Goods, Ready-to-Wear, Millinery, etc.

### Bigger Values---Better Service

It is our ambition to make December the Banner Month in the history of our business. To accomplish this end much time has been given to the selection of merchandise for this December drive. Distinctive in Style--Excellent in Quality in order that each item may instantly appeal to you, bought in large quantities to secure the lowest prices, these values we pass on to you.

Description of items and their values in this bulletin we feel very conservative. But in advertising we have always guarded against high sounding claims and exaggerations. If there is one thing the W. L. Fanning Company treasures above everything else it is the confidence of its friends and customers. To merit this confidence our actions and statements must be truthful in every way. This store was built to serve the people of this community. We trust we may have the privilege of serving you.

W. L. FANNING & CO.

