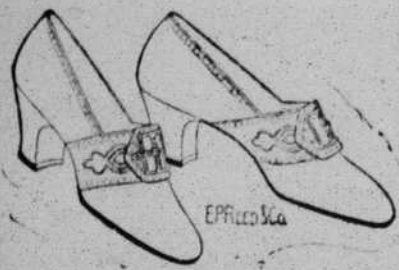


FIRST SHOWING

NEW FALL STYLES
HIGH-GRADE FOOTWEAR
ADD SMARTNESS TO
EVERY COSTUME

Our footwear is designed to harmonize with the new garment styles for Fall and Winter—that's why you can be sure of securing just the right footwear to match or contrast with your new apparel. Expert fitting insures foot comfort too. Come and see these new things.



BUCKLE SATIN PUMP

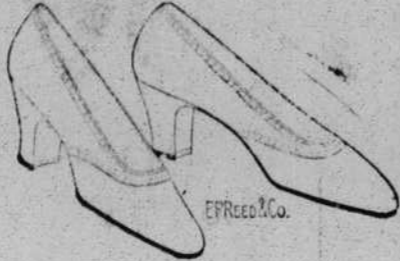
One of the newest creations is this smart, dressy pump. All black satin, straight line collar. Steel beaded satin buckles—

\$12.50

PLAIN PATENT STEP IN PUMP

If you want something neat and plain, altogether dressy, you will like this number—

\$10.00



SATIN ONE STRAP

This one strap cut out with one row stitching on band and collar, is sure to please you—

\$10.00

PATENT BUCKLE PUMP

\$10.00

A plain patent pump with silver buckle which is being worn extensively.



W. L. FANNING & CO.

Elmore Family Holds Reunion On Birthday

The thirteen children of Mr. and Mrs. George Elmore gathered at the home in Cleveland county, just across the line, Sunday in what they are pleased to term a family reunion, says the Gaffney Ledger. It was, in fact, Mrs. Elmore's sixty-fifth natal day. Eleven of these children are married, an death family is blessed with children. There were present about 100 people, most of whom were related. The dinner was laid under a spreading oak, and was typical of the proficacy of the family in its abundance.

The Elmore—George and the Misses—used to live in Cherokee county. They won the esteem and friendship of the populace during their sojourn here, and to this day there are few who can lay claim to so large a list of friends.

Among those present from a distance were: Stem Moseley and wife, Greer, S. C.; George and Richard Philbeck, Avondale, N. C.; Mr. and Mrs. Luther Campbell, Cliffside, N. C.; Mr. and Mrs. Bost and family, Shelby, N. C.; R. G. Black, Grassy Pond, Dr. L. R. Good, Gaffney; C. A. Burgess of the Cherokee neighborhood James Ladd of Greensboro, N. C., and Mrs. Marjorie Lawrence of San Francisco, Calif., and Romona Hays, of Chicago, Ill. The last two have been visiting the Stacy family for several days and were welcome visitors.

Drayton Clary who married one of the Elmore girls some 18 years ago, says that this is the first time in the history of the family when all the children were present at one time.

The Rev. C. A. Kirby, pastor of the Cherokee Avenue Baptist church, was present and delivered an interesting address on the subject of "Christian Training in the Home."

Coming Attractions at The Princess.

We wish to announce the line-up of the coming METRO GOLDWYN productions that are to be shown in Shelby exclusively at The Princess Theatre for the coming fall and winter. The Metro Goldwyn pictures proved to all last season they were good. This year they say each picture will please more than ever. In that case get ready to see some real good ones. They are as follows, watch for the dates: "Bardleys"; The Magnificent; The Big Parade; Buddies; Lights of Old New York; More Nostrum; Remola; The Tempress; The Torrent; Tower of Lies; The Auction Block; The Barrier; Brown, of Harvard; The Circle; Dirty Face; Old Clothes; Dance Madness; Exchange of Wives; The Exquisite Sinner; Flesh and the Devil; How Dare You; Little Bits of Broadway; Lovely Mary; Money Talks; Monte Carlo; Mysterion Island; The Mystic; Never the Twain Shall Meet; Paris; Pretty Ladies; Reason Why; Sally Irene and Mary; Span of Life; Time the Comedian; Unholy Three; Woman and Wives; Zander the Great; Ber Hur; Dixie Handicap; Girls Rebellion; Merry Widow. Watch out for next announcement. There is nothing too good for our patrons. Attend the Princess and you will always be pleased. "Quality" is our motto. Always Welcomed.

To protect their poultry, producers should cull their flocks frequently and remove all diseased or stunted birds, say poultry extension workers.

HUTCHINSON'S NEW PICTURE

AT THE PRINCESS MONDAY "THE HAPPY WARRIOR" an adaptation of A. S. M. Hutchinson's novel of circus life, which comes to the Princess Theatre Monday, is a gorgeous melodrama of fresh, courageous youth. Alive with action, color, beauty and thrills, it tells the adventurous tale of an aristocrat who became an

exhibition boxer in an itinerant circus. It is a story that reflects the humor and the bespangled echantment of the sawdust ring. Produced by J. Stuart Blackton and the cast includes Malcolm McGregor, Alice Calhoun, Winifred North and Mary Alden. This is one of the outstanding pictures of the season; a clean, exciting story for young and old alike.

DRY CLEANING AND ITS RELATION TO HEALTH

There is nothing so essential to happiness as health. One's mental outlook is governed largely by one's physical well being.

We have talked much of Dry Cleaning and its relation to health—and now we wish to put into practice one of our pet theories. We believe that if the school children's outer garments are cleaned at proper intervals much of the menace of contagious diseases would abate. During the last year we have cleaned thousands of garments, but less than one percent of our total business was from children's clothes.

Of course, the fact that they wear wash dresses and suits will account for that in a measure—but they wear coats and overcoats for at least six months of the year—and it is the utter lack of attention to the care of these that has compelled us to forcibly bring the matter to your attention.

Beginning September 7th and continuing until September 12th we will clean and press school children's (whose ages are between six and twelve) coats and overcoats without cost to you. We are not doing this in the spirit of "giving," for most of

the people in Shelby can well afford to have their kiddies' clothes cleaned—we are doing it because we want you to realize the vital necessity for it—a precautionary measure against disease and the most successful way to combat disease is to evade it.

During the long winter months spent indoors every precaution should be taken to safeguard their health and if dry cleaning their garments will be first aid—and it is more than a first aid measure—it is a thorough treatment in that it absolutely kills any germs that might lurk within the folds of those wear garments—then we will do our share of the preventive work.

On our work done on children's clothes we will make neither pick-ups nor deliveries—the garments must be brought in and called for, but during the stated period they will be thoroughly renovated without cost to you. "Dry Cleaning Protects the Health of the Nation."

WHITEWAY
DRY CLEANING CO.
CLEANERS — DYERS
105—PHONES—106

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

J.C. Penney Co.

A NATION-WIDE INSTITUTION-
INC.
DEPARTMENT STORES

RELIABLE
QUALITY
GOODS
ALWAYS
AT LOWER
PRICES

New Chic Silk Frocks

Featuring All That's Smart In The New Autumn Modes



Don't you have a little thrill when you think of buying that new Silk Dress? Well, you'll get a great big thrill when you see our fascinating selection from which you may choose your very own new-Frock! Your Apparel education is not complete until you have seen our wondrous array of Fall Dresses!

The silks are sinuous, clinging, soft—the delightful satin family is again in vogue! Colors are deep and rich—the real colors of Autumn. Black is considered, this Fall, the last word in style.

Flourishing Flares And Satin Fabrics Furnish Novelty

The flare is everywhere! It gives delightful life to the current styles. Who could be downhearted when wearing one of these gay frocks—with flares rippling out here and there? Sleeves, as a rule, are long and interesting, with frequent puffs at the wrist.

Skirts are short! But there is no determined length. The young and flippant miss will wear her's almost to the knee, while her more staid sister will wear her's several inches longer.

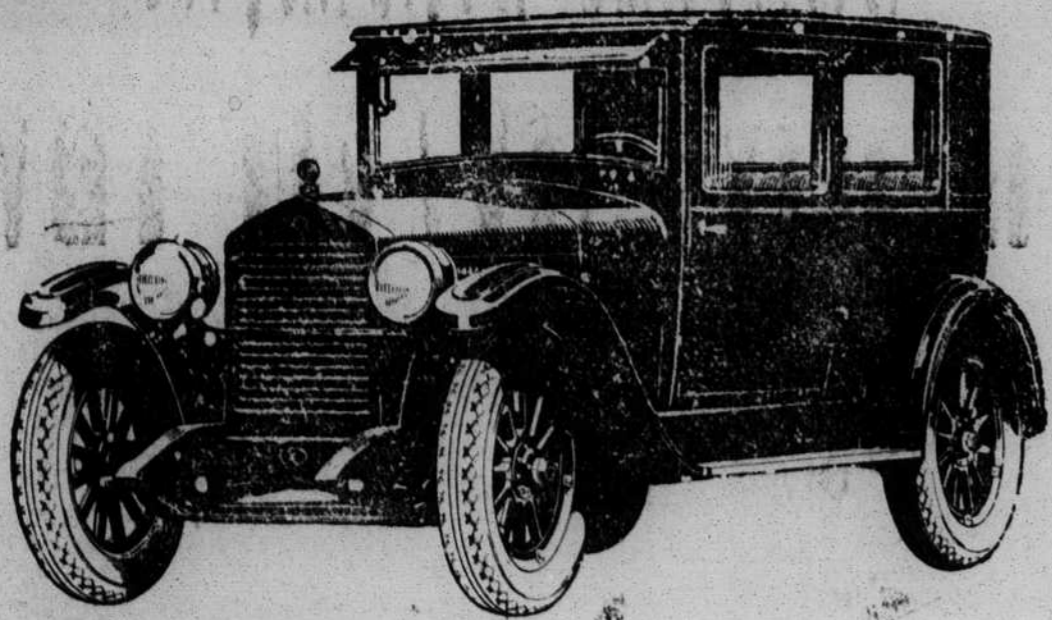
Our styles are individual!

Our First-of-the Season Prices Are Low! Buy Here! Now!

There's one tremendous advantage in buying here at the beginning of the season; our prices now are the same low prices which prevail throughout the year. We don't have to boost our prices now, as we don't hold sales later! In fact, that's why we don't hold sales—so that we may give you fair prices every day of the year.

These dresses range in price from

\$14.75 to \$29.75



\$795

New Low Price
Makes It Greatest
Value In History

ESSEX COACH

This is the finest Essex ever built. And the price is the lowest for which Essex ever sold. It is made possible only through the largest output of 6-cylinder cars in the world's history.

166,369 Hudson-Essex sales in eight months surpass all former 6-cylinder records by

many thousands—the largest increase known in the industry.

This enormous production gives advantages in economical purchase of materials, savings in manufacture and low cost of distribution that are recognized throughout the industry as being exclusive to Hudson-Essex.

New HUDSON PRICES

Coach \$1195
Brougham \$1495
(5-Door) Sedan \$1695

All prices Freight and Tax Extra

World's Greatest Values

Everyone Says It—Sales Prove It

HOEY MOTOR COMPANY