

FANNING'S

PERMIT NO. 4
Shelby, N. C.

Mr. Box Holder

Route

ANNIVERSARY SALE

Shelby's Greatest
MERCHANDISE
EVENT



Beginning Sat.
October 24th
To
November 24th

Another Milestone Reached---Completing A Year of Growth And Progress in The New Store

Just a year ago, the new building of W. L. Fanning & Co., was opened to the public. It marked a new era, not only in the progress of this store but also in the development of this community.

It places at your service a store without an equal in this section—in convenience, layout, efficient, courteous service and selections of quality merchandise. A store which Shelby and this vicinity, of which many a much larger community might well be proud.

At this time we celebrate the completion of our first year in the New Store. A most successful year, in which this store has made rapid strides in ways of serving the public better in assortment of Merchandise and in ability to bring to you the wanted merchandise at reasonable prices.

The surface as yet has scarcely been scratched. As Shelby and Cleveland County grow, so also will FANNINGS progress, through it's ability to measure up to the requirements of a greater community. To prove the resources of this store and as an appreciation of your patronage which has made such growth possible we stage a great sale event with tremendous savings. For it we have planned thoroughly, purchasing many thousands of dollars of desirable Fall merchandise to sell at Savings. It will rank with the greatest sales in FANNING'S history. You will not care to miss it.

A GREAT 30 DAYS SALE OCTOBER 24th to NOVEMBER 24th

READ EVERY ITEM IN THIS BULLETIN FOR FULL DETAILS OF THE VALUES. PLAN NOW TO ATTEND ! WATCH THE PAPERS CLOSELY DURING THESE THIRTY DAYS—AND VISIT OUR STORE OFTEN.

QUALITY · SERVICE · VALUE · PROGRESS · GROWTH