

# LET NOTHING STOP YOU FROM COMING

## FANNING'S TO OUR BIG FANNING'S CASH CONVERTER SALE

It has always been the aim of this store to sell only such merchandise which would reflect nothing but credit on the establishment it came from. That is the kind, and the only kind of merchandise you will find during this sale, regardless of the low price we are selling it at.

Hundreds have been here and bought since this sale started. Every one was more than pleased with what they purchased. And you too, if you will just take the time to investigate, will find that now—this week—is the opportune time to save money on good things to wear.

We want you, and you, and you, who have not yet taken advantage of this big event, to come this week and see with your own eyes, just what Cleveland County's Highest Class store has done in the way of reducing prices in order to move a tremendous amount of merchandise in the shortest possible time. Were we not sure that we have something different, something far better to offer you than the average store we would not make our invitation so urgent, however we feel that when "Quality" Merchandise is offered at the prices we are selling it at during this sale you owe it to yourself to investigate.

### THE BARGAIN BASEMENT

Big racks loaded with shoes at the lowest prices ever seen, table after table piled high with the things you need to wear every day. Domestic and Piece Goods marked so that you will instantly recognize the savings.

### A MESSAGE TO MOTHERS—OF BOYS—

We are selling Boys good 2-pant Suits cheaper than you will ever buy them again. Have you ever bought splendid quality, all wool Knicker suits, with 2 pairs of pants at \$4.95. We have sold these at \$10.00 and \$12.50. Every patterns a good one, sizes to 16.

There are 50 or 60 suits of splendid cassimeres and tweeds, tailored up to the minute, all good models, 2 pairs of Knickers to every suit. We sold them at \$10.00 and \$12.50. We are going to close these out at **\$4.95**



One lot of high priced suits, 2 pairs of Knicker pants, the finest woolens, the best of patterns and models, sizes up to 16. You really must see the quality to appreciate them; suits worth \$15.00 in the lot. We are closing them out at **\$6.95**

### MEN WHO KNOW VALUES Will Appreciate THESE CLOTHING PRICES



When you look at the yellow tag and see the price marked on it, you have the assurance that the mark down is bona fide and that we are really saving you what we say we do.

In grouping our suits for this sale we found quite a few odd ones, sizes up to 37 and we marked them for a quick Clearance at **\$9.85**

Suits for men and young men in Worsteds, Cassimeres and serges, all good models and patterns, suits we sold up to \$35.00 to go at **\$18.75**

Suits in the newest materials, splendidly tailored and finished, snappy patterns for the young men as well as conservative patterns for older men. Values to \$42.50 to go at **\$24.85**

One lot of really high grade suits in the finest fabrics and the newest up-to-the-minute models. Suits worth easily \$45.00 to go at **\$32.50**

It's clean up time on Men's Overcoats for us. We have a limited number of splendid Overcoats in good models and materials which we are willing to let go at **\$13.95**

### MEN'S HATS—STETSONS—DUNLAPS—

We have selected quite a number of Stetsons and Dunlap Hats, numbers we intend to discontinue and marked them from \$7.50 to **\$4.95**



One lot of good Velour and Felt Hats, \$5.00 quality, we have marked down to **\$3.65**



JUST WHAT IT SAYS.

**HALF PRICE! EVERY LADIES DRESS In The Entire Store EVERY LADIES COAT In The Entire Store**



All Children's Coats **HALF PRICE**

Those who know Fannings will quickly see the importance of this price cut and the actual loss we are taking, because Half Price at Fannings means not only giving you all the Profit but also a big amount of the cost.



CHOICE **\$2** ANY WINTER HAT VALUES TO \$18.00 CHOICE **\$2**



### NEVER HAVE GOOD SHOES SOLD SO CHEAP



**LADIES SHOES**  
A rack full, in the Bargain Basement, every pair a good quality, various leathers, sizes in some styles broken, but all of them shoes which we sold formerly up to \$5, \$6 and \$7.00. Choice while they last **\$1.00**

**SUEDE SLIPPERS**  
We bought these to sell at \$10.00 and \$11.00. Irving Drevs best quality Suedes in straps and oxfords, good shades and the best of styles, about 100 pairs to sell at **\$1.95**



**LADIES SLIPPERS**  
A wonderful line of ladies shoes and slippers, in black or brown, various leathers, high and low heels, all sizes, some high priced shoes in the lot, values to \$7.50, choice—Basement—**\$1.95**

**WOMENS SLIPPERS AT \$2.95**  
You will find oxfords, pumps and straps in every conceivable leather, all good styles, good heels and a wonderful value at **\$2.95**

**MISSSES SCHOOL SHOES, the very best of leathers and styles, we know you will buy them when you see them. Priced at only \$2.95**

**BOYS SCHOOL SHOES**  
Shoes for the boy full of pep, who is hard on his shoes. Come look at these and you will admit that this is a real sale, priced at—**\$1.95**

**WOMENS SLIPPERS AT \$4.45**  
If you are accustomed to wearing \$7.00 and \$8.00 shoes you will find a beautiful assortment in this lot, every wanted style and leather. You will be surprised at the values **\$4.45** (Main Floor)

**MEN'S DRESS SHOES AT \$4.95**  
Shoes and oxfords, every pair strictly up to the minute, made by factories famous for good shoe making. Black or tan. Lots and lots of them to choose from at **\$4.95**

**OUR LADIES BEST SLIPPERS**  
Everything that's new, including many styles bought for the Spring selling, choice of the entire stock, values from \$9.00 to \$12.50, now at **\$7.85**

Children's shoes, sizes up to 8. You will find hundreds of pairs on the racks in black kid or brown kid, all good styles and worth lots more than we are asking for them **95c**  
Another lot of Childrens Shoes, sizes up to 8, taken from our higher priced line, pick them from the racks, **\$1.45** on your self. Choice

**RUBBERS**  
Now is the time you need rubbers. We have every wanted kind for men, women and children at a price that will please your pocketbook.



### PIECE GOODS SHARPLY REDUCED

Ever since we have been in our new building Fannings has always been known for its exclusive Piece Goods. If it was quality or distinctive patterns you wanted, you knew you would find them at Fannings. It is these high quality goods on which we have cut prices and cut them deep.

**LAPORTE WOOLENS**—Known everywhere as the very best. Every woman in Shelby is familiar with the lovely patterns we carried this winter. Dress Goods, Suitings, Coatings, 54-inches wide in neat, pretty plaids and stripes all the popular shades.

\$5.00 Value **NOW \$3.85** \$3.50 Value **NOW \$2.89** \$2.50 Value **NOW \$1.89**

One lot of Silk Messaline, splendid quality, good colors, our \$1.95 quality, just note this price Per Yard **\$1.00**

**—CREPE DE CHINE—**  
Beddings best quality Crepe De Chine in all the wanted shades during this sale **\$2.69**

**—SUITINGS—**  
Novelty Suitings, Plain Wool Crepes and Serges, 36 inches wide, a big range to choose from, \$1.00 values going at **48c**



**—SATIN CIRCE—**  
Beddings Satin Circe the standard price of this material is \$3.50 everywhere; our price **\$2.69**

**—GEORGETTE—**  
Beddings quality Georgette; buy it this week at Fannings, choice good shades **\$2.69**

**—WOOL CREPE—**  
Wool Crepe, 40 inches wide, in Navy, Rose, Copen, Brown, Tan, Pekin, Green, Gray or Black, our \$2.50 value **\$1.69**

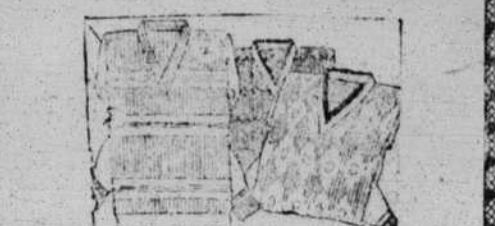
**—DRESS WOOLENS—**  
Wool Dress Goods, 40 to 44 inches wide, pretty checks, hairline stripes, Storm or French Serges, values to \$1.95 going at **98c**

**TABLE DAMASK**  
72 in. wide, comes in 2 1-4, 2 1-2 and 3 yard lengths. Excellent quality, we bought this very reasonable and will pass this bargain on to you. Choice, either length at **\$1.89**



**—SWEATERS— AT \$4.95**

We have cleaned house in our Sweater department. All wool Sweaters in coat style or pull-over, sport sweaters of every kind, values easily to \$10.00. They go now **\$4.95**



**BOYS OVERCOATS AND MACKINAWES**

We have one lot of little boys extra good overcoats, good heavy materials, quite a few Chinchillas in the lot. Ages 3 to 8. We've marked them at a close price of **\$3.45** And here is just the thing for your bigger boy to wear to school. One lot extra good, all wool Mackinaws, sizes up to 17, your choice **\$3.95**

# FANNING'S