

FANNING'S

SHELBY'S LEADING DEPARTMENT STORE
FOUR FLOORS

11800 Square Feet Floor Space

Well arranged, thoroughly Departmentized, modern in equipment, the most desirable, dependable, merchandise reasonably priced — Making it convenient, profitable and a real pleasure to shop here.

MAIN FLOOR
Shoes, Men's Clothing, Furnishings, Piece Goods and Notions.

SECOND FLOOR
Ladies Ready-To-Wear and Millinery.

MEZZANINE
Beauty Shoppe and Rest Room.

BASEMENT FLOOR
Good Merchandise at Lower Prices and Complete Boys Department.



FANNING'S

NEW CUSTOMER DRIVE
CONTINUING THROUGH JUNE 22ND

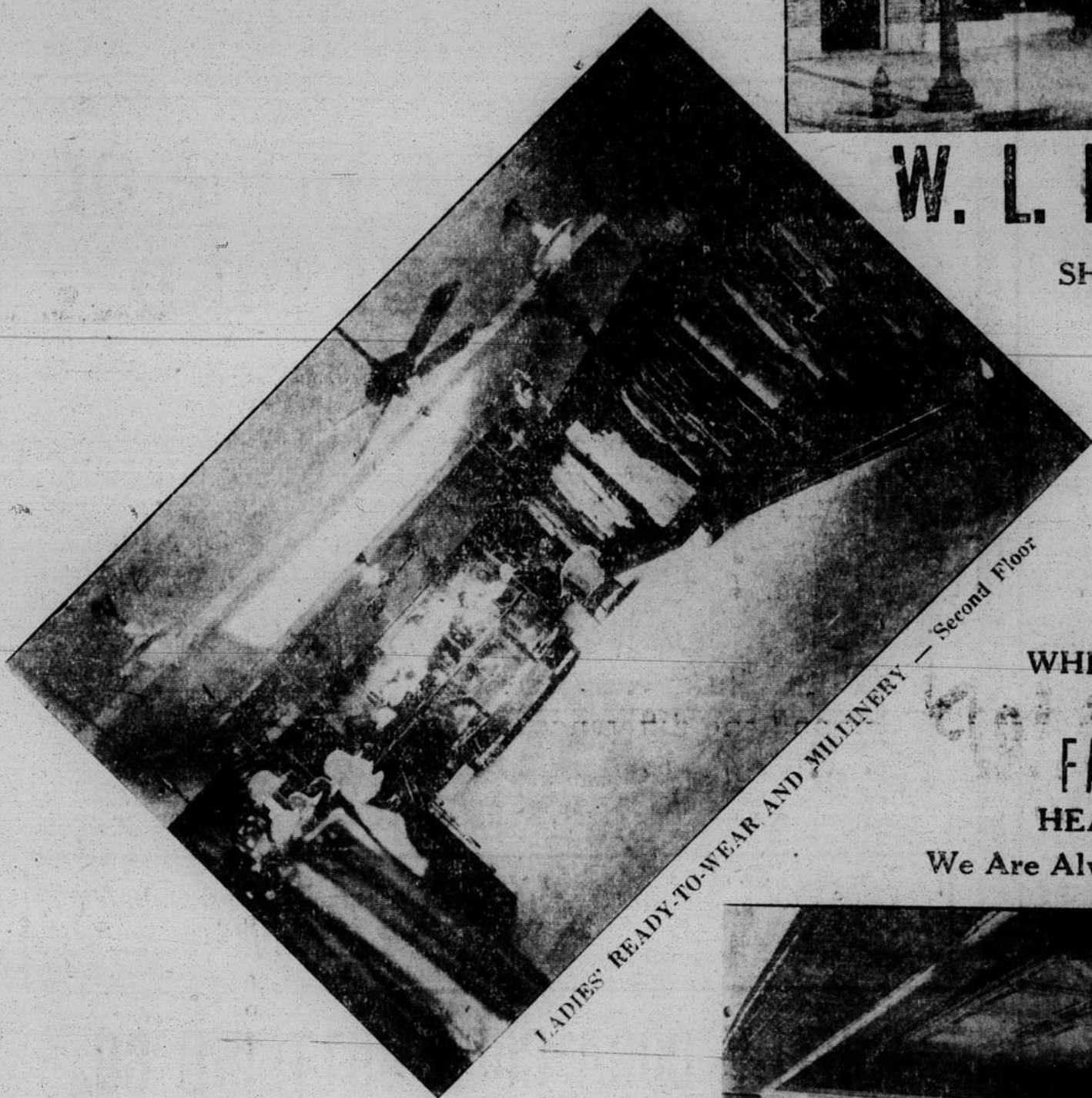
Presenting for you and yours a store-wide demonstration of value giving.

Not a departure from our established custom of the "best in quality that the prices will buy," but an extensive campaign with a view of adding more new customers to our list of old ones.

Offering new, desirable merchandise and giving values the most thrifty shoppers will appreciate.

W. L. Fanning & Co.

SHELBY, N. C.



LADIES' READY-TO-WEAR AND MILLINERY — Second Floor



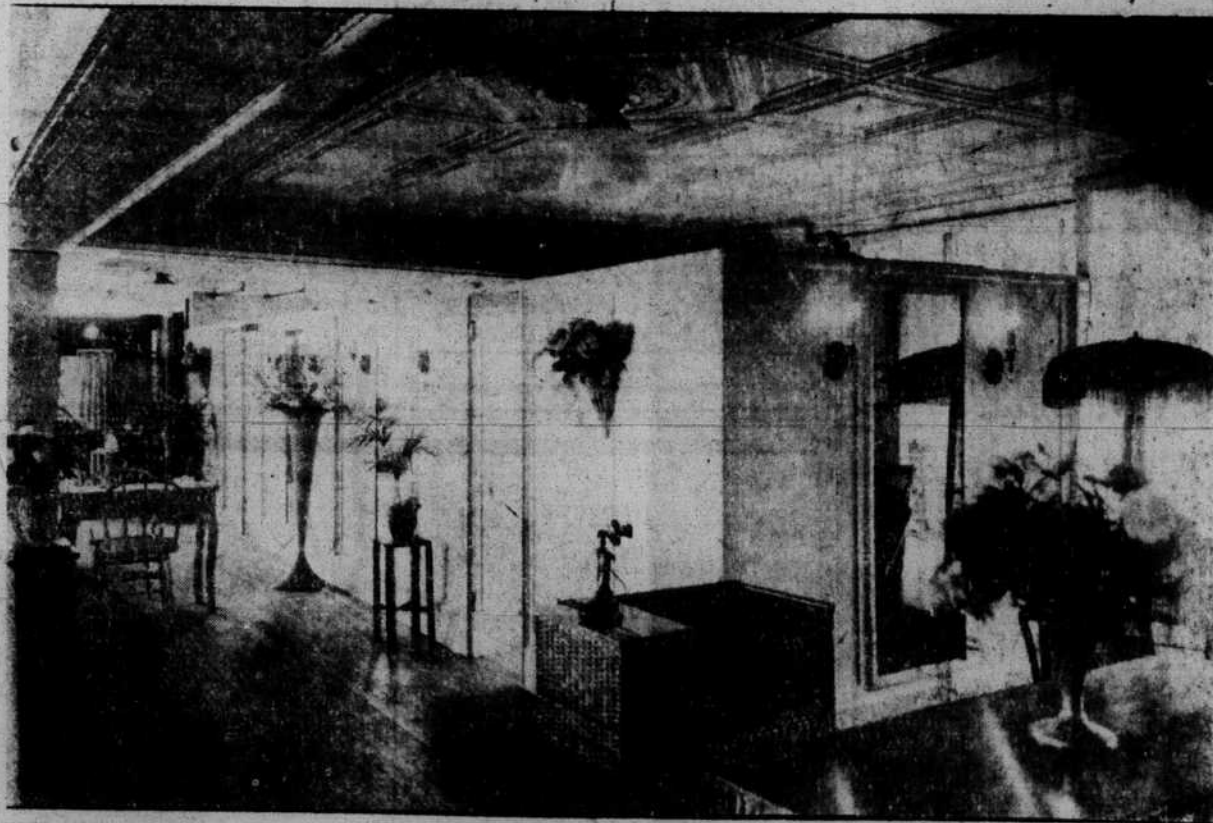
SHOES, MEN'S CLOTHING AND FURNISHINGS — Main Floor

WHEN IN SHELBY
MAKE
FANNING'S
HEADQUARTERS

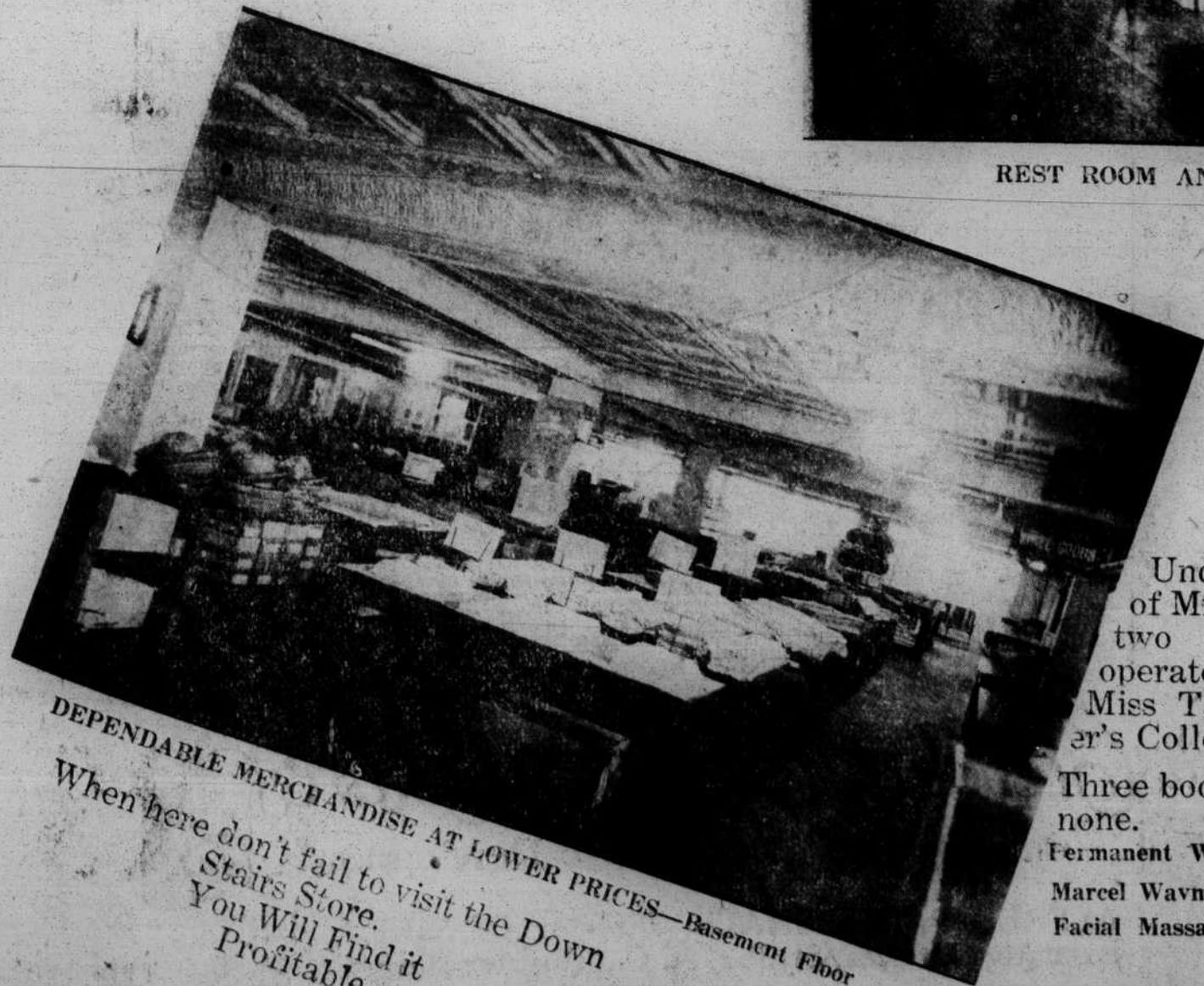
We Are Always Glad To Have You

GREATER
VALUES —
BETTER
SERVICE —

YOU WILL ALWAYS
FEEL AT HOME AT
— FANNING'S —



REST ROOM AND BEAUTY SHOPPE — Mezzanine



DEPENDABLE MERCHANDISE AT LOWER PRICES — Basement Floor
When here don't fail to visit the Down Stairs Store. You Will Find it Profitable.

Under the supervision of Mrs. Flay Hamrick and two thoroughly efficient operators, Mrs. Phillips and Miss Tate, graduate of Moler's College, Atlanta, Ga.

Three booths, equipment second to none.

- Permanent Waving, Hair Cutting,
- Marcel Waving, Scalp Treatment,
- Facial Massages, Shampooing and Manicuring.



PIECE GOODS AND NOTIONS DEPARTMENT — Main Floor
Since the re-arrangement we are very proud of this Department — And believe you will be. More spacious, plenty of daylight, and a complete showing of Silks and other fabrics.