

# Zerden's Underselling Store

1304 UNION SQUARE

Hickory, North Carolina

## ANNOUNCE A GIGANTIC NEVER TO BE FORGOTTEN MONEY SAVING Combination 5th Anniversary Clearance Sale

Misrepresentation finds no place in our "make good" policy. Advertising something for nothing or even at a so-called "one-half off" is merely a bait to catch the unwary. Quality goods are the only kind we sell. **BUY NOW!**

Quality considered our high grade line of Men and Boys Clothing, Shoes, Furnishings, Hats and Ladies Shoes is cheaper in one than any line of trashy short-lived inferior goods. **Make us prove it!**

MENS 10c HOSE 5c	MENS 15c HOSE 8c	MENS 20c HOSE 12c	MENS 25c HOSE 19c	MENS 50c HOSE 39c	MENS 25c SUSPENDERS 19c	MENS 50c SUSPENDERS 38c	MENS \$1.25 DRESS SHIRTS 85c	MENS \$1 and 75c SHIRTS 79 and 58c	MENS 60 and 50c SHIRTS 39 and 29c	MENS and BOYS 25c SHIRTS 21c	MENS 25c SILK HANDKERCHIEFS 19c	BOYS WASH SUITS \$1 and \$1.50 will go at 48 up to 75c
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### THIS IS OUR FIFTH BIRTHDAY!

Five years of successful selling. Five years of pleasing particular, exacting buyers. That's our record and do you blame us for feeling proud of this enviable record. Standing back of the dependable merchandise we sell is the secret of our success. We handle the products of the greatest makers, they stand back of everything, so it is here you buy with safety. The world's famous Rice and Hutchins Shoes go at this sale at interesting reductions. They are the best thing afoot. Appreciating your kind and liberal patronage we announce this welcome Combination and Clearance Sale. You have been good to us and we are going to be good to you by giving you quality goods at prices interesting and attractive.

**15 DAYS ONLY! BE SURE AND READ THIS! 15 DAYS ONLY!**

<p><b>Sale Starts July 19th</b></p> <p>5 Years Of Successful SELLING</p>	MENS \$3.00 HATS at \$2.23	MENS PANTS \$1.50 at 98c	<h2>Clothing Department</h2> <p>Our Clothing Department is more complete this season than ever before. All standard lines of clothing such as the Eagle brand and the celebrated Beacon brand. Be sure and come in and look these lines over as they are second to none in quality, style and fit.</p> <p><b>Come to the UNDERSELLING STORE on the morning of Saturday, July 19th.</b></p> <p>At that time will be ushered in an era of price cutting of such stupendous magnitude that all competitors will be astonished.</p> <p><b>Don't forget the date. Sale begins Saturday, July 19th and will last for 15 days only.</b></p>	MENS \$4 PANTS \$2.73	All our CAPS will go at 43 and 19c	<p><b>Sale Starts July 19th</b></p> <p>This Is Our FIFTH BIRTHDAY</p>
	MENS \$2.00 HATS at \$1.23	MENS WORKING PANTS at 98c		MENS \$2.50 and \$3.00 PANTS \$1.79	IRISH LINEN TABLE CLOTH 98c to \$1.23	
	MENS \$1.50 HATS at 98c	MENS \$14.50 SUITS at \$9.98		MENS \$2 PANTS \$1.48	Special bargains in Towels 5 up to 15c	
	LADIES \$1.50 WRAPS at 98c	MENS \$12.00 SUITS at \$8.48		BOYS \$1.50 KNEE PANTS \$1.23	\$5 and \$6 TRUNKS at \$3.48	
	LADIES UNDERWEAR 25c value at 19c	MENS \$10.00 SUITS at \$7.48		BOYS 50 and 75c KNEE PANTS 43c	\$3.50 TRUNKS at \$2.23	
	LADIES VESTS from 8 to 20c	MENS \$8.00 SUITS at \$5.75		BOYS SUITS 3 to 8 \$2.50 value \$1.89	\$3 TRUNKS at \$2.10	
	\$2 LADIES WAISTS at 98 and 69c	YOUTHS \$7.00 SUITS for \$3.48		BOYS SUITS 3 to 8 \$2.50 value \$1.69	\$6 SUIT CASES at \$4.25	
	LADIES 50 and 75c WAISTS at 43c	MENS \$1 OVERALLS for 83c		MENS 50c NECKWEAR at 39 and 19c	\$5 SUIT CASES at \$3.75	
	MENS 50 and 75c OVERALLS at 43c	BOYS SUITS 3 to 8 \$2 value \$1.23		BOYS \$1 KNEE PANTS 79c	\$4 SUIT CASES at \$2.23	
	MENS 50c UNDERWEAR at 39c	BOYS SUITS 9 to 18 \$6 value \$3.48 to \$4.48		BOYS 75c KNEE PANTS 58c	Boys and Childrens Straw Hats at any price	
MENS 25c UNDERWEAR at 19c	BOYS SUITS 9 to 17 \$3 to \$4 value \$2.48	LADIES \$2 SHOES and OXFORDS \$1.48	Ladies Oxfords tan, patent, gum metal at \$1.48			
MENS 50c WORKING SHIRTS 43c	BOYS SUITS 9 to 17 \$3 value at \$1.73	LADIES SHOES and OXFORDS 98c to \$1.23	LADIES \$6 and \$7 VOIL SKIRTS \$3.98			
BOYS 25c UNION SUITS at 19c	LADIES HATS all kinds must go at any price	CHILDREN SHOES 23c up to \$1.48	LADIES \$4 SKIRTS \$2.48			

### OUR ENTIRE STOCK OF MEN AND BOYS HIGH GRADE CLOTHING AT APPEALING REDUCTIONS

LADIES \$6 imported TINEF SKIRTS for \$3.98	LADIES \$6 FRENCH DRECK SKIRTS at \$3.75	LADIES \$4 PANAMA SKIRTS at \$2.48 and \$2.23	LADIES \$4 MOHAIR SKIRTS at \$2.23 and \$1.98	LADIES \$3 PANAMA SKIRTS at \$1.98	Medow Blouses for Ladies, Misses and Children latest styles 48c	BOYS WASH SUITS \$1 and \$1.50 at 48 and 73c	BOYS \$3 and \$3.50 SHOES at \$2.48 and \$1.89	MENS \$5 SHOES at \$3.48	MENS \$3 SHOES at \$1.98
MENS \$4 SHOES and OXFORDS at \$2.48	LADIES \$3.50 SHOES and OXFORDS at \$2.73	LADIES \$2.50 SHOES and OXFORDS at \$1.98	Black and White 50 and 75c PETTICOATS at 43c	MENS \$7.50 and \$6.50 RAINCOATS at \$4.23 and \$2.23	\$1 and \$1.25 PETTICOATS at 89c	\$3 SUIT CASES at \$1.95	\$2 SUIT CASES at \$1.48	\$1.50 SUIT CASES at 98c	\$1 SUIT CASES at 69c

Do not confuse this sale with so-called "sales" or sensational readings of trashy sales in which inferior goods are "dumped" here in order to mislead you. This is a legitimate, honest sale of the highest grade of merchandise made

**Lest You Forget, Sale Starts SATURDAY JULY 19, 1913**

Positively No Credit During This Sale

All Goods Will Be Exchanged During Sale

**Be Sure You Are In The Right Place**

THERE IS ONLY ONE

## ZERDEN'S UNDERSELLING STORE

1304 Union Square

HICKORY,

NORTH CAROLINA

Look For The Big Circulars In The Window