| The Stupendous Sacrifice Sale <br> Zerden's Underselling Store <br> is a wonderful success and the success of this sale is due to the great values people are receiving <br> We he ve our siore still loaded with loargains and want every man, woman, boy and girl to get their share of the values. So we give you a hearty velcome to visit this sale and supply your needs <br> Values <br> We have a big lot of Ladies' Coats, worth <br> $\$ 25.00$ each to go in this sale for $\$ 15.98$ <br> A big line of Ready-Trimmed Ladies' Hats worth $\$ 3.00$ to $\$ 5.00$ for only $\$ 1.98$. Every hat must be sold. <br> A big line of MEN'S SUITS at less than wholesale prices. <br> My entire line of Clothing, Shoes, Hats, Sweaters, Shirts and Underwear. Women and Childrens Coats must go in this sale <br> The Place <br> Zerden's Underselling Store Hickory, N. C. |  |
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## COUGHS AND COLDS NEED ATTENTION



Patriots Plenty Buy less-Serve less Eatonly 3 meals a day Waste nothing
Your guests will cheerflly share simple fare Fe Proud to be a frod saver


## Sensible C Grisitmas Preentl <br> 



The kind you can always find at our store

| Suits | Overcoats | Mackinaws |
| :--- | :--- | :--- |
| Sweaters | Underwear | Night Robes |
| Dress Gloves | Auto, work gloves | Bath Robes |
| Shoes | Smoking Jackets | Hats |
| Hosiery | Fancy silk hosiery | Silk neckwear |
| Silk Shirts | Silk Mufflers <br>  | BedRoomSlippers |

In fact our store is full of nice useful things that will make gifts which will be appreciated by all men and boys. Will be open evenings beginning

Friday, December 13th

## Yoder-Clark Clothing Company <br> "The New Way Store"

