

THE YEAR'S GREATEST SALE! A DARING EVENT...HUGE OVERSTOCK MUST BE REDUCED' OUT IT GOES REGARDLESS OF COST

# IT'S OUR BIG HOUSE CLEANING TIME

We Need Fast Action Buying!... Over \$100,000 Stock to Be Sold Direct to the Public at a Fraction of Its Actual Cost!

**LORDS** FAMOUS LABEL LADIES' & CHILD'S APPAREL **Inventory**

DROP EVERYTHING! . . . GRAB YOUR HATS! . . . AND COME A RUNNIN'!!  
**8801 SOUTH VERMONT**  
.. LOOK FOR THE BIG SALE SIGNS ..

# DISPOSAL SALE!

## EVERYTHING GOES!

OPEN FRI. and MON. UNTIL 9 P.M.

ANY ITEM IN THE STORE, Makes No Difference, Nationally Advertised or Otherwise, TO BE SOLD OUT at Terrific Price Cuts!  
**DEFINITELY A HISTORY-MAKING SALE**

**BIGGEST SALE EVER . . .**

### Our Statement

This is no time for us to "HEM" and "HAW" . . . A "BOTTLENECK" condition developed which requires immediate selling action to readjust our stock into a normal state.

Due to these circumstances, it is now absolutely imperative to CLEAR OUT a great portion of this gigantic stock on hand, no matter what the loss may be.

To assure quick and positive action we have gone the limit in cutting and slashing prices on this entire stock of famous label ladies' and children's apparel.

Throughout our entire store THE SALE PRICE TAGS WILL SET AN ALL-TIME RECORD for bargains never before heard of . . . We assure you that you will not be disappointed.

## SALE VALUES THAT BEAT ANYTHING YOU'VE EVER SEEN!

THIS SENSATIONAL INVENTORY DISPOSAL SALE STRIKES A KNOCKOUT BLOW TO WOMEN'S AND CHILDREN'S APPAREL PRICES. THE BIGGEST BARGAINS IN YEARS!! EVERY ITEM SACRIFICED AT PRICES THAT WILL SHATTER ALL BARGAIN RECORDS . . . AN EVENT THAT WILL MAKE MERCHANDISING HISTORY . . . PLAN NOW TO BE HERE WHEN THE DOORS OPEN FRIDAY . . . JOIN THE CROWDS IN THIS HUGE SALE!

## THE MOST SENSATIONAL BARGAINS EVER RECORDED ANYWHERE

# Sale!

**STARTS FRIDAY JAN. 11th at 10 A.M.**

Sale will continue from day to day until we accomplish the reduction of stock . . . Make your preparations right now to attend this great sale that begins FRIDAY and share in this golden opportunity of amazing bargains.

**HURRY WHILE THEY LAST! NYLON HOSE**  
Odds and ends from our regular stock.  
**ONE GROUP** Values to \$1.35 pair  
**SALE PRICE** **25¢** PAIR

**LADIES' GIRDLES**  
Two way stretch. Irregulars but a terrific buy. Get several for everyday use. S-M-L.  
**ONE GROUP** Values to \$1.95  
**SALE PRICE** **\$1.00**

**BRASSIERES**  
Nationally advertised brands — Janzen, Maiden Form, Lovable, Warners, etc., in white and black. Assorted sizes and styles.  
**ONE GROUP** Values to \$5.95  
**SALE PRICE** **\$1.00**

**LADIES' 2-BAR TRICOT RAYON PANTIES**  
First quality, full cut in white and colors.  
**ONE GROUP** Values to 69c  
**SALE PRICE** **19¢** Limit 5

**LADIES' LACE TRIMMED NYLON 1/2 SLIPS**  
Tailored and fancy with oodles of nylon lace trim.  
**ONE GROUP** Values to \$3.95  
**SALE PRICE** **\$1.00**

**LADIES' SWEATERS**  
Odds and ends from our regular stock. Limited quantity so hurry for this super value.  
**ONE GROUP** Values to \$10.95  
**SALE PRICE** **\$2.00**

**LADIES' FLANNEL and RAYON GOWNS and PAJAMAS**  
Heavy Quality in Prints and Solids.  
**VALUES TO \$4.95** **\$1.00**

**LADIES' GLOVES**  
Famous make — Kayser, etc.  
Assorted sizes and colors. Values to \$3.95.  
**SALE PRICE** **50¢**

**LADIES' PURSES**  
● All Leather  
● Plastic  
● Fabrics  
VALUES TO \$15.00  
**\$1.00**

**LADIES' BLOUSES**  
Cottons, nylons, prints, solids. Sizes 32 to 38.  
**ONE GROUP** Values to \$5.95  
**SALE PRICE** **\$1.00**

**Ladies' 100% Nylon FULL SLIPS**  
Tailored and fancy. Nylon lace. Sizes 32 to 40.  
**ONE GROUP** Values to \$5.95  
**SALE PRICE** **\$1.66**

**Ladies' BETTER BLOUSES**  
An outstanding selection of famous brands in nylons, cottons, crepes, Jersey. Tailored and fancy styles. 32 to 38.  
**ONE GROUP** Values to \$5.95  
**SALE PRICE** **\$1.77**

**Ladies' 100% Nylon Bouffant Petticoats**  
Horshairs, nets, fancies. S-M-L.  
**ONE GROUP** Values to \$8.95  
**SALE PRICE** **\$2.77**

**LADIES' SKIRTS**  
Flares, slims, full circles prints, all wool novelties and solids.  
**ONE GROUP** Values to \$10.95  
**SALE PRICE** **\$2.88**

**LADIES' BULKY KNIT SWEATERS**  
Famous Make  
Slip-overs. Long sleeves. Values to \$17.95  
**\$5.00**

**LADIES' DRESSES**  
A hand picked group of attractive cottons, rayons in prints and solid colors. All sizes.  
**ONE GROUP** Values to \$14.95  
**SALE PRICE** **\$3.00**

**Ladies' New Fall CORDUROY CAPRI'S**  
Full cut for the season ahead. All new shades.  
**ONE GROUP** Values to \$5.95  
**SALE PRICE** **\$1.97**

BE THE FIRST LUCKY WOMEN TO ENTER OUR STORE FRIDAY MORNING!  
**DRESSES**  
You will hardly believe your eyes when you see such bargains . . . dresses taken from much higher priced groups . . . some slightly soiled . . . some taken from window displays . . . Styles, colors galore in dresses and casuals.  
**ONE GROUP** Values to \$14.95  
**SALE PRICE** **\$1.00**

**LADIES' ALL WOOL SHORTIE COATS AND JACKETS**  
Don't miss this topper sale. It's most unusual to find them at this low, low price. Many fabrics and styles . . . Hurry while they last.  
**ONE GROUP** Values to \$25.00  
**SALE PRICE** **\$5.00**

**LADIES' BETTER DRESSES**  
Gay, exciting new fashions . . . Dresses for afternoon, evening, to work in. Dressys, casuals . . . top fabrics, loads of styles in regular and half-sizes. Lord's is famous for their selection of better dresses.  
**ONE GROUP** Values to \$17.95  
**SALE PRICE** **\$5.00**  
**ONE GROUP** Values to \$25.00  
**SALE PRICE** **\$7.00**  
**ONE GROUP** Values to \$39.95  
**SALE PRICE** **\$9.00**

**Ladies' Better SLACKS**  
New fall shades in fine gabardine, crush resistant . . . Well fitting . . . ideal for work or play . . . black, navy, grey, green, brown. Sizes 10 to 20.  
**ONE GROUP** Values to \$7.95  
**SALE PRICE** **\$2.97**

**Ladies' Better SWEATERS**  
Luxurious orlons, wools in an array of colors . . . cardigans, slip-overs, long and short sleeves, many matching, some novelties.  
**ONE GROUP** Values to \$10.95  
**SALE PRICE** **\$3.88**

**Ladies' 100% Wool SUITS**  
Silk and Rayon  
WOW! Wait 'til you see these hand detailed, famous maker suits . . . boy and fitted styles in fine fabrics . . . Just right for the new season ahead. All sizes.  
**ONE GROUP** Values to \$49.95  
**SALE PRICE** **\$9.00**

**Ladies' Full Length Better Coats**  
Gorgeous styles in such fine fabrics as Forestman, etc. . . fully lined, hand detailed . . . coats you would find in only the higher priced stores. Select yours now for the season ahead.  
**ONE GROUP** Values to \$49.95  
**SALE PRICE** **\$15.00**

**BOYS' JACKETS**  
Dress and sport style.  
Some lined. Values to \$6.95.  
**SALE PRICE** **\$1.00**

**GIRLS' Full and Half SLIPS**  
Nylons - Cottons  
Lace trim. Values to 2.95.  
**SALE PRICE** **\$1.97**

**Girls' Better Dresses**  
Just in time for season ahead buying. Smart cottons, tailored and styles. In sizes 1 to 3, 3 to 6X, 7-14.  
**ONE GROUP** Values to \$5.95  
**SALE PRICE** **\$1.00**  
**ONE GROUP** Values to \$10.95  
**SALE PRICE** **\$2.97**

**GIRLS' SWEATERS**  
Wool - Orlons - Nylons  
Slip-overs and Cardigans. Some fancy trims. Values to \$5.95.  
**\$1.97**

**Boys' Better Jackets**  
Nylon, Wool and Twill quilted line. Sizes 4 to 18. Values to \$12.95.  
**\$3 and \$5**

**GIRLS' FLANNEL P.J.'s**  
Solid and fancy. Sizes 4 to 16. Values to \$2.95.  
**\$1.44**

**Boys' Sport Shirts**  
Gabardines and Flannels  
Short, long sleeves, solids, plaids, novelties. Sizes 4 to 18.  
**ONE GROUP** Values to \$3.98  
**SALE PRICE** **\$1.00**

**Boy's Corduroy Slacks**  
Brown, Blue, Grey, Pink  
Sizes 2 to 18. Values to \$5.98.  
**SALE PRICE** **\$1.99**

**MEN'S TEE SHIRTS and BRIEFS**  
Values to 89c.  
**39c or 3 for \$1**

**MEN'S SUITS**  
100% Wool. Silk and Rayon. Broken sizes. Values to \$5.95.  
**\$15**

**MEN'S SWEATERS**  
All Wool, Orlons, Nylon  
Slip-over and Cardigans. Famous makes. Values to \$15.  
**\$3.00**

**Men's Sport Jackets & SPORT COATS**  
Wools, poplins and rayons  
**ONE GROUP** Values to \$19.95  
**SALE PRICE** **\$5.00**

**Men's - Women's - Children's FAMOUS SHOES**  
OUT THEY GO AT **1/2 Price**

**CHILDREN'S SOX**  
Fruit of the Loom brand . . . boys', girls', infants. All colors and sizes . . . Limit 5 pair.  
**ONE GROUP** Values to 59c  
**SALE PRICE** **10¢**

**GIRLS' DRESSES**  
WOW! What an opportunity to stock up now and really save. Smart styles. Sizes 1-3, 3-6, 7-14.  
**ONE GROUP** Values to \$7.95  
**SALE PRICE** **\$1.00**

**GIRLS' BETTER COATS**  
Wool and Cashmere blends. Some reversible.  
**One Group** Values to \$22.95.  
**SALE PRICE** **\$7.90**

**BOYS' 13-oz. JEANS**  
Hard wearing heavy denims, with vulcanized knees, terrific for back-to-school . . . Limit 2 pair.  
**ONE GROUP** Values to \$2.98  
**SALE PRICE** **\$1.44**

**MEN'S BETTER SPORT & DRESS SHIRTS**  
Arrows, Lancers & others. Short and long sleeves.  
**ONE GROUP** Values to \$4.95  
**SALE PRICE** **\$1.00**

**LORD'S.. 8801 So. VERMONT AVE.** LOOK FOR THE BIG SALE SIGNS! (Open Friday & Monday 'til 9 p.m.)