

THE BOSS SAYS, CLEAR THE DECK! FORGET THE LOSS!

BARGAINS GALORE!

\$75,000 STOCK TO GO AT ONCE!!

DRASTIC REDUCTIONS!



SMASH UNLOADING SALE

DRASTIC PRICE CUTS

OPEN FRIDAY 'TIL 9 P.M.

DROP EVERYTHING CANCEL ALL ENGAGEMENTS GRAB YOUR HATS! AND COME TO A GREAT SALE

Sale Starts

FRIDAY

NOV. 7th 10 A.M.

Closed All Day Thurs., to Prepare For This Sale!

WE'VE BLASTED PRICES WIDE OPEN FOR THIS STOREWIDE SALE!

HUGE STOCK MUST GO - - REGARDLESS OF THE COST!

The long seige of hot weather really hit us hard with all the large shipments of merchandise rolling in. We are forced to unload at once no matter how much the loss - so you better take advantage of this one big drastic price cuts SALE!! This is our only way to get action fast and we have had to take terrific price cuts to do the job . . . These things happen and we are forced with our biggest one yet . . . So hurry down and take advantage of our situation!! Everything for men, women and children in this store-wide sensation! Tell your friends, too!

FORMER PRICE TAGS MEAN NOTHING

BE THE FIRST LUCKY WOMAN TO ENTER OUR STORE FRIDAY MORNING.

DRESSES \$1.00

Dresses taken from much higher priced groups styles, colors galore.

VAL. TO 14.95 WHILE THEY LAST

LORDS 8801 SOUTH VERMONT

LADIES' DRESSES

Selected from our regular stock of better dresses. Assortment of new seasonal styles, sizes, colors and fabrics. 200 exciting fashions to select from. Come early!

ONE GROUP Values to \$4.88 \$19.95

Open A Charge Acct. No Money Down

Ladies - While They Last, Limited Quantity!
SUITS

All wool, all lined. Wait 'til you see these famous make suits.

Values to \$25.95 NOW ONLY \$4.00

"TALL GIRLS" DRESSES

Special purchase of entire stock of tall fashions by a famous maker. Styles include every type dress for every occasion.

Val. to 29.95 SALE PRICE \$5.00

100% All Wool COATS

You'll agree they're fabulous at this price the minute you set eyes on them! Hundreds of brand new coats from the leading manufacturers.

VAL. TO 49.95 SALE PRICE

\$14.88

LADIES' NEW FALL and WINTER CAPRIS

Finé pinwale cords, beautifully tailored with slim tapered legs. Bright sparkling high shades and dainty pastels.

VAL. TO 3.49 SALE PRICE \$1.33

LADIES' CORD or FLANNEL JUMPERS

Corduroy, flannel, suede cloth and novelty fabrics. Be here early while they last.

Val. 9.95 SALE PRICE \$2.88

LADIES' WHITE DACRON or NYLON Uniforms

Val. to 15.00 - SALE PRICE \$4.88

Regulation uniforms for beauticians, professional men assistants etc.

LADIES' CAPRI SETS

New Fall and Winter colors in this group of smart styles.

VAL. TO 10.95 SALE PRICE \$3.77

LADIES' ORLON or FUR BLEND SWEATERS \$2.48

Slipons and cardigans in a beautiful assortment of new Fall Shades. Values to \$6.95. SALE PRICE

USE OUR LAY-A-WAY PLAN

Maternity Dresses \$2.88

One group only - value plus for the lady-in-waiting. VAL. TO 12.95 SALE PRICE

Ladies' 100% Wool Topper \$5.00

What a buy! Brand new fall styles fully lined and hand detailed. Value to \$19.95. Sale Price

Ladies' Long Coats \$5.97

Full length. Greatest portion are fully lined durable wools and sharp styles. Val. to 29.98.

LADIES' CAR COATS \$5.00

Smart sturdy garments fully lined and wind resistant, extra strong fabrics. New bright Fall shades.

Values to \$14.95 SALE PRICE

DON'T MISS THIS TERRIFIC BARRAGE OF BARGAINS !!!

Ladies' New Fall Better DRESSES

Value packed group of sparkling and scintillating styles and fabrics All taken from our choice top group of better dresses

ONE GROUP Val. to 19.95 SALE PRICE \$5.88

ONE GROUP Val. to 39.95 SALE PRICE \$10.88

Sale

Ladies' Cashmere COATS

Below cost. Values to \$139.00. While they last, heavenly soft fine pure cashmere in graceful clutch and button up styles. Save now and enjoy cashmere at its best. Millum lined for all season comfort in new elegant colors.

Sale Price \$44

NEW FALL, 100% ALL WOOL

SKIRTS \$2.47

All new shades and styles. Wool, corduroy and novelty fabrics. Values to \$7.95. SALE PRICE

BOYS' FLANNEL LINED JEANS

Sanitized denim jeans. Fancy plaid flannel lined. Assorted sizes.

\$3.95 Value. SALE PRICE \$1.97

BOYS' FLANNEL SHIRTS

Plaids and fancy prints, well made. \$2.48 values. SALE PRICE \$1

BOYS' POPLIN JACKETS

Choice of colors, styles and sizes. Zipper front. Val. to \$3.95. Sale Price \$1

Children's Knit Balbriggan PAJAMAS

Buy now for gifts. Large variety of colors & sizes. Val. to \$2.95. Sale Price \$1

GIRLS' GINGHAM DRESSES

All new, washable gingham. Fancy plaids. New styles. Sizes to 14.

Value to \$3.95. SALE PRICE \$1

MEN'S 100% WOOL SLACKS

New Fall shades in flannels or worsteds materials. Well tailored.

Values to \$19.95 SALE PRICE \$6.88

MEN'S SPORT SHIRTS

Short sleeves, popover and button front styles and novelty fabrics \$97c

MEN'S DRESS SLACKS

Dacron & rayon materials. Good selection of sizes. Value to \$7.95 Sale Price \$3.88

MEN'S DRESS SHIRTS

Group of white and colored dress shirts. French and regular cuffs. Arrow, Van Heusen, Jayson or Excello brands.

Value to \$4.95. While They Last \$1.00

MEN'S DENIM SLACKS

Khaki, gray. Vertical and striped denims. Cuffed.

Value to \$3.95. While They Last \$1.97

LADIES' NYLON HOSE

First quality, full fashioned 51 gauge, 15 denier.

\$1.19 Values. LIMITED QUANTITY AT 25c (LIMIT 2 PAIR)

Ladies' New Cotton Blouses

Lord's proclaim this the best buy for wise shoppers. Many new styles, new fabrics many styles.

Values to \$3.95. SALE PRICE 88c

100% ALL WOOL JERSEY

New Fall styles in orlon or wool jersey. Factory Irr. All shades and sizes.

Values to \$7.95 if Perfect WHILE THEY LAST \$1.00

LADIES' BELTS

An assortment of plastic and some leather belts in this group. Variety of sizes and colors.

Values to \$1.95. SALE PRICE 12c

JEWELLED Collars

The perfect dress up touch for your sweaters, blouses, or suits.

Reg. \$3.95 Value. 59c each or 2 for \$1

Ladies' Nylonized PANTIES

All reinforced, assorted colors. All sizes, S-M-L.

Value to 59c. SALE PRICE 19c

LADIES' All Nylon 1/2 Slip

BETTER BRAS GIRDLES

Value to \$3.95. SALE PRICE \$1.00

LADIES' BULKY KNIT SWEATERS

Tremendous values. Bulky knit orlon sweaters. All sizes, sharp styles and colors.

Values to \$6.95. SALE PRICE \$2.88

FRIDAY ONLY - LIMITED QUANTITY DECORATIVE ENSEMBLE TOWEL SETS

At LORD'S every day is CHRISTMAS! A holiday gift item at an almost gift price . . . and . . . they're beautifully packaged too. \$2.50 value.

SALE PRICE \$1.27

SAVE!

MEN'S SUITS

100% all wool materials. Two and three button styles. Values to \$69.80.

SALE PRICE \$20.95

SALE MEN'S SPORT COATS

100% wool mixtures, full cut, well tailored, good styles, 1/2 lined. Made by the better makers. Values to \$29.95.

SALE PRICE \$10.95

LORD'S

OPEN FRIDAY and MONDAY UNTIL 9 P.M. MEN, WOMEN and CHILDREN 8801 SOUTH VERMONT OPEN A CHARGE ACCOUNT - NO DOWN PAYMENT