

IT'S HERE - THE SALE OF THE YEAR LORDS TURNS LOOSE TO THE PUBLIC A SALE THAT WILL SHATTER ALL BARGAIN RECORDS... DON'T MISS IT!

LORDS MUST UNLOAD

★★ 8801 ★★
SOUTH VERMONT
LOOK FOR THE BIG SALE SIGNS

A 'SCOOP' Great Factory Purchases

TERRIFIC FACTORY PURCHASES

This sale is the result of special cooperation with our leading manufacturers throughout the country... Just between us we went overboard in our buying... The result is we have an hard TOO, TOO MUCH INVENTORY... Our policy is to keep merchandise moving fast and keep our stock fresh and clean... That is why we are staging such a DYNAMIC SALE... Offering values that challenge comparison.

A SALE TO END ALL SALES

Because we want to sell a great portion of our stock, we're completely ignoring replacement costs - Everything goes... Nothing spared... You may take your choice of any article in the store at CUT PRICES.

THE OPPORTUNITY IS YOURS...

Get the facts fast in the line-up below... then get to LORDS even faster... You'll find thousands of dollars worth of famous label ladies, children's, and men's apparel sensationally priced for fast selling... Seize this golden opportunity... You may never again be able to make such sensational purchases at such ridiculously low prices... SAVE AS NEVER BEFORE.

Open Friday & Monday Until 9 P.M.



Starts **FRIDAY**
May 13th at 10 A.M.

You've never in all your born days seen anything like it. A Sweeping Sale, smack at the heart of the season... Doors swing open at 10 A.M. SHARP Friday morning and will continue from day to day until we accomplish the reduction of our stock.

This is not a sale on just a few items or part of our stock, but a gigantic store-wide sacrifice... every item in the store has been slashed for quick disposal.

Nothing Spared
Everything Included
Entire Stock
Ladies' - Children's - Men's
"Famous Label" Apparel

TREMENDOUS SAVINGS! SENSATIONAL MARKDOWNS

HERE'S NEWS VITAL TO EVERY THRIFTY BUYER... LORDS AGAIN STAGES A GREAT STORE-WIDE SALE THAT WILL LEAVE EVERY READER AMAZED, EXCITED AND GLAD THAT A STORE WITH THE PUBLIC'S INTEREST AT HEART DARES TO DO WHAT OTHER DEPARTMENT STORES WOULD NEVER ATTEMPT... IT'S SURE TO START A "BUYING WAVE NEVER BEFORE SEEN IN LOS ANGELES."

A TOURNAMENT OF VALUES THAT CHALLENGE COMPARISON!

PRICES SLASHED RUTHLESSLY

NOTHING BUT QUALITY - NEW FASHIONABLE AND DESIRABLE LADIES, CHILDREN & MEN'S WEAR

LADIES' NYLON HOSE

Be here at 10 sharp... limit 2 pair to a customer, finest quality.

ONE GROUP VALUES TO \$1.35 SALE PRICE **25¢**

GIRDLES

Panty, regular styles... all nylons, dacrons, etc.

ONE GROUP VALUES TO \$4.95 SALE PRICE **\$1.00**

LADIES' SKIRTS

Only at Lord's can you find such a bargain... You'll find cottons, wools, nylons, denims, etc... in many styles and colors... Get here early as they won't last long.

One Group Values to \$10.95 SALE PRICE **1.00**

LADIES' COTTON NIGHT GOWNS

Cool seersucker in solid colors and prints... Hurry while they last.

ONE GROUP Val. to \$2.95 SALE PRICE **\$1.00**

BRASSIERES

This you will never believe until you see them with your own eyes... famous BEAUTEE-FIT... and others, many stitched cups... perfect quality...

Reg. \$2.00 SALE PRICE **25¢**

CINCH BELTS

Many styles in gold, silver, sequins, leathers, etc.

ONE GROUP Val. to \$2.95 SALE PRICE **50¢**

LADIES' BETTER BLOUSES

Two outstanding groups... the styles, the materials, the tailoring are the best. The kind of blouses you want if you want the best. Solids, prints, etc. Famous name brands.

ONE GROUP Values to \$5.95 SALE PRICE **\$1.59**

ONE GROUP Values to \$8.95 SALE PRICE **\$2.59**

LADIES' ALL WOOL TOPPERS

Brand new fashions in the leading styles... Beautiful pastel colors... fully lined.

ONE GROUP Values to \$25.00 SALE PRICE **\$9.00**

LADIES' BETTER SKIRTS

Famous known brands, you'll recognize the moment you see them... Literally hundreds to choose from in beautiful new cottons, nylons, poplins, linens, permanent pleated, nylon quilted in the most wanted colors.

ONE GROUP Values to \$10.95 SALE PRICE **\$2.88**

ONE GROUP Values to \$14.95 SALE PRICE **\$3.88**

LADIES' SLACKS

Famous known make, well tailored, light and dark colors... fine gabardines, and other good fabrics.

ONE GROUP Values to \$8.95 SALE PRICE **\$2.88**

MEN'S SPORT SHIRTS

Famous brands, fine fabrics... many imports... gabardines, linens and other good materials... Many pop overs, Colors galore.

ONE GROUP Values to \$5.95 SALE PRICE **\$1.88**

ONE GROUP Values to \$8.95 SALE PRICE **\$2.88**

A RECORD BREAKING LADIES' DRESS SALE BETTER DRESSES

We have taken the majority of our stock and grouped it into the following three sales prices... Dresses from leading manufacturers, they're the kind of dresses you'll wear with pride, fashioned with all the charming details of expensive models... the materials are the latest... cottons galore, as well as nylons, taffetas, and other wanted fabrics... the season's newest colors... styles for sportswear, streetwear, as well as dressy fashions, sizes for juniors, misses, women and half sizes.

ONE GROUP Values to \$12.95 - Sale Price **\$4.90**

ONE GROUP Values to \$14.95 - Sale Price **\$6.90**

ONE GROUP Values to \$22.95 - Sale Price **\$8.90**

LADIES' PLAY WEAR

- PLAY SHORTS
- BERMUDA SHORTS
- PEDAL PUSHERS

Many washable fabrics, many styles and colors... novelty trim.

ONE GROUP Values to \$5.95 SALE PRICE **\$1.00**

Maternity Wear

Mothers to be, here is the chance that very seldom comes your way... A large selection to choose from.

DRESSES Reg. \$8.95 SALE PRICE **\$2.88**

SMOCKS Reg. \$5.95 SALE PRICE **\$1.44**

SKIRTS Reg. \$3.95 SALE PRICE **\$1.44**

MEN'S BELTS

Famous brand, leather belts. Good quality.

ONE GROUP Values to \$2.00 SALE PRICE **88¢**

BOYS' Knit Briefs

Fine combed cotton. First quality.

ONE GROUP Values to 59¢ SALE PRICE **19¢**

BOYS' Sport Shirts

Famous DON RANCHO and others... short and long sleeve styles, fine washable cottons, also nylons, solid colors and novelty patterns.

ONE GROUP Values to \$3.95 SALE PRICE **88¢**

BOYS' Denim Slacks

Famous known brand... in faded blue and charcoal. Fine quality.

Reg. \$4.98 SALE PRICE **\$1.00**

BOYS' Tee Shirts

Famous McCABE brand and others... fine combed cottons, in solid colors, stripes, and novelties.

ONE GROUP Values to \$1.25 SALE PRICE **50¢**

Boys' Slacks

Self belt styles. Gabardines, flannels, corduroys... many checks... Sizes 1 to 8

ONE GROUP Values to \$5.95 SALE PRICE **\$1.88**

GIRLS' CHENILLE ROBES

ALSO DUSTERS... Heavy quality chenille with plenty of novelty trim... Sizes 8 to 16.

Reg. \$4.95 SALE PRICE **\$2.88**

GIRLS' and TOTS' SWIM SUITS PLAY SUITS

Many styles in good washable fabrics... all colors. Prints and solids.

ONE GROUP Values to \$2.95 SALE PRICE **88¢**

GIRLS' COTTON GOWNS PAJAMAS

Cotton pique with nylon trim... solids and prints. First quality.

ONE GROUP Values to \$2.95 SALE PRICE **\$1.33**

LITTLE BOYS' Cotton Suits

Washable seersucker in two tone, sizes 3 to 6.

ONE GROUP Values to \$2.95 SALE PRICE **\$1.00**

GIRLS' Rayon Panties

Fancy Rhumba styles in white and colors... novelty trim.

ONE GROUP Values to 59¢ SALE PRICE **16¢**

Girls' Blouses

Washable cottons in short and long sleeves... sleeveless, solid colors and novelty prints... Sizes 2 to 14.

ONE GROUP Values to \$1.98 SALE PRICE **66¢**

Girls' Slacks

Fine denims with novelty trim... sizes 2 to 12... Hurry while they last

ONE GROUP Values to \$2.95 SALE PRICE **\$1.00**

Girls' Skirts

You'll find cottons, wools, in solid colors... plaids, checks, prints... many styles.

ONE GROUP Values to \$5.95 SALE PRICE **\$1.00**

GIRLS' and TOTS' DRESSES

Cute styles in good washable fabrics, dresses for school, party dresses in a large color assortment. Many two tones.

ONE GROUP Values to \$4.95 SALE PRICE **\$1.33**

ONE GROUP Values to \$7.95 SALE PRICE **\$2.33**

BOYS' SPORT SOCKS

First quality, novelty patterns, argyle design.

ONE GROUP Values to 85¢ SALE PRICE **25¢**

BOYS' SPORT JACKETS

Zipper front, two tones... in corduroys, gabardines, plaids, etc.

Hurry while they last. ONE GROUP Values to \$5.95 SALE PRICE **\$1.88**

BOYS' PAJAMAS

Fine broadcloth, cool seersucker and flannellette... in solids and fancy patterns.

ONE GROUP Values to \$2.95 SALE PRICE **\$1.00**

LADIES' DRESSES

This you may not believe in print, but once you see them you'll go wild... dresses taken from our higher price groups cottons galore, sun dresses, many styles & colors.

One Group Values to \$14.95 Sale Price **1.00**

LADIES' Panties

First quality rayons with fancy nylon insets... white & colors

ONE GROUP Values to 98¢ SALE PRICE **28¢**

Ladies' Half Slips

Rayons, cotton pique with nylon trim... white and colors... Be here early

ONE GROUP Values to \$2.98 SALE PRICE **88¢**

LADIES' SWIM SUITS

Brand new showing, cottons, lastex and others... Newest colors.

ONE GROUP Val. to \$8.95 SALE PRICE **\$3.00**

LADIES' SLIPS

Full length and half slips in nylons, cottons, etc... Mostly whites

ONE GROUP Val. to \$5.95 SALE PRICE **\$1.59**

LADIES' BLOUSES

Many styles in Boucles, cottons, in short and long sleeve styles... also Denim Jackets... Famous makes... Hurry while they last

ONE GROUP Val. to \$5.95 SALE PRICE **88¢**

REMEMBER THIS NAME AND ADDRESS

LORDS 8801 S. VERMONT AVE. ... REMEMBER—SALE STARTS FRIDAY, MAY 13th AT 10 A.M. SHARP

Plenty of FREE PARKING