

FIRST ANNIVERSARY SALE

To Celebrate a Year of Brilliant and Unprecedented Success

Modern Merchandising, Metropolitan Methods, Up-to-Date Service

Have Won Out With The Lancaster Public

THE BIG WHITE STORE - - IT TREATS YOU "WHITE"

On Saturday, Jan. 3rd, 1913, Will Start

A Sale, No rather an Avalanche of Underpriced Good Merchandise. A sale that for values will completely surpass the big Clearance of Foster & Cochran's stock held by us a year ago.

New Fresh Seasonable Merchandise at Prices Beyond Conception

SIX MONTHS AGO we began preparing for this event which begins next Saturday. No one can realize the extent or the thoroughness of this preparation. In the first place we approached every big manufacturer from whom throughout the year we purchase our regular goods in our several departments.

We announced to them the purpose of this sale, that it was our intention to rival and even to surpass in value and in volume, the Extraordinary Sale of the Foster & Cochran stock which a year ago was talked about in every household in Lancaster and every town in the county. We ask them, even demanded that if they valued our trade, that they would have to give us a limited quantity of their product at half the regular price and that the merchandise would have to be of the highest standard to be later selected by us.

From These Manufacturers Almost Without Exception We Have Gathered Together a Magnificent Collection of Merchandise

AT 50C. ON THE DOLLAR

In addition for a month past our New York Office has been working overtime securing for this sale small and large lots, surplus stocks, sample lines which are being held for this big event.

Every Department Will Be Represented

Women's and Children's Garments of all kinds, Men's and Boys' Clothing and Furnishings, Shoes Dress Goods, Hosiery and Underwear, Furniture, Carpets and Upholstery

We Pay Your Car Fare

liberal courtesy to out of town folks, has gained for us the confidence and patronage of thousands of County patrons. This is only one of the many conveniences of the

Enable You to Take Advantage of It

at the Lancaster's Leading Department Store, where stocks are larger than elsewhere; where prices are always the lowest; where satisfaction is guaranteed or your money refunded.

no matter if you are a county or city patron, we will pay your car fare or not; all goods are

Save \$10 or More

on the cost of your round trip car fare here in Lancaster County. This is a good during this sale, when

This Sale While It Lasts Will Kill Competition in Lancaster. We will Sell Goods Cheaper Than Other Stores Can Buy Them

The Store That Considers Your Money Only on Deposit Until Satisfaction Is Assured

"Meet Me At The Fountain

The Donovan Company

Successor to Foster & Cochran

32-38 East King Street, Lancaster, Penna.

Use The Parcels Post Service

Mail or Telephone Your Orders & You Will Receive Your Wants Next Day by Parcels Post Delivery We Prepay All Delivery Charges

No matter if we ship by Parcels Post, Express or Freight. Any package less than eleven pounds will reach you next day by Parcels Post.

This New Government Service

is going to prove a wonderful convenience to our county patrons; it makes it positively unnecessary for you to shop in person. We have an experienced shopping force, who choose for you with as much care as you would yourself and you have the goods in your home very soon after we receive your order.

This Is An Ideal Store For Out of Town Folks

A store in which you can place fullest confidence for quick service and satisfaction; one that considers your money only on deposit until you are entirely satisfied.