

# A Call To Arm Yourself Against Impending Higher Prices

# DONOVAN'S GREAT PREPAREDNESS SALE

An Event Calculated To Startle Every Man and Woman In This Community and Awaken Them To The Fact That On Many Lines of Merchandise

The **LOWEST** Prices That Will Prevail For Months Yes Probably Years, Are Now In Full Force at Donovan's

This Saturday, June 3rd, We Start This Remarkable Sale

THE handwriting was on the wall. Every merchant must have seen what was coming. But WE ACTED. When the advance began, we bought heavily on all lines which common sense told us would keep growing dearer as the war kept on. This store's stocks are now in a magnificent state of preparedness. We are abnormally supplied with so much desirable merchandise that we are in a position to set a pace in selling this month, unequalled in our own history--and that's going some. We aren't holding back scarce merchandise, customer-making is too important. To inaugurate an event like this is too much of a challenge to the united competition of Lancaster to attempt it without the values and volumes which will substantiate our proposition

**Buy Now-Buy Here-Buy Heavily-Buy at Tremendous Savings Which Will Increase as the Prices Increase**

Considering Present Market Conditions- These Items Represent The Best and Biggest Values Ever Offered by Any Store

**Summary of a Recent Article Appearing In "Women's Wear"**

DAY by day, woolen materials are becoming more scarce dye stuffs are unobtainable silks are advancing in leaps and bounds, even cotton threads, buttons, snap-fasteners, hook and eyes etc., have increased in prices considerably. To cap the climax, add the disturbed labor conditions. Really, the outcome is a conjecture.

**An Editorial In The "American Silk Journal"**

Tells us that Silk Merchants are "up against it." It further states that the labor situation is critical the dye-stuffs situation is worse. Conditions as a whole are unprecedented. Increased prices are demanded every where by manufacturers. Our Forsightness shows itself in our "Preparedness Sale."

**Read This About The Drastic Show Situation**

United States is putting shoes on twenty million fighting men in Europe. That means less leather for home use and a corresponding price advance to offset the shortage. To put the matter bluntly, America is on the verge of a shoe famine. Supply your needs, present and prospective, in our "Preparedness Sale."

**An Important Announcement From The "Dry Goods Economist"**

"The price situation is an all absorbing topic in carpet and rug trade circles. Advance follows advance with almost machine regularity" The "Upholster", another trade journal adds, "conditions for securing materials, especially dyestuffs, is acute. No relief is possible for some time to come."

**The "New York Times" Sounds a Note of Alarm**

"Never before have so many things combined to make an uncertain market" is the way this conservative paper puts it. "Lockouts, strikes, curtailment of European products, all these have combined to make things difficult for the retailer." But, Donovan's are on hand to help you. This page tells you how.

**Women's Suits, Coats, Etc.**

THERE'S no question about it, it will pay you handsomely to prepare now, and buy what you need in these lines. Newest distinctive and most fashionable styles in the wanted materials. Values that can't be duplicated outside of Donovan's. Note these low prices.

- \$12.50 Women's and Misses Smart Suits ..... \$ 7.50
- \$20.00 Women's and Misses High-Class Suits .....\$10.00
- \$ 7.00 Women's and Misses Stunning, New Coats \$ 5.98
- \$ 4.00 Women's and Misses Dresses, Sale price....\$ 2.98
- \$ 7.50 Women's and Misses Beautiful Dresses ....\$ 5.98
- 75c Girls' Dresses (sizes 2 to 14 years) .....50c
- \$1.50 Girls' Dresses (sizes 6 14 years) .....98c

**Stylish Dress Goods**

WITH prices of all kinds of Dress Goods soaring sky-high, it's up to you to save many a dollar by availing yourself of our Low "Preparedness Sale." Prices. All the new weaves, all the new shades, all the new fabrics for Spring and Summer wear.

- \$1.25 Silk and Wool Poplin, 40 inches wide .....98c
- \$1.00 White Velvet Corduroy, 36 inches wide .....79c
- 50c Silk and Cotton Crepe, 36 inches wide .....39c
- 75c Silk Pongee, Natural Color, 36 inches wide .....59c
- 75c Wool Club Checks, 44 inches wide .....59c
- 25c Colored Pongee Shirting, 32 inches wide .....19c
- 75c Silk Embroidery Voile, 40 inches wide .....50c

**Smart Footwear**

MIGHT as well get ready to pay more for your shoes right away, and still more in the Fall. So why not fill your needs at Donovan's now, when you have the benefit of our low "Preparedness Sale" Prices. Note these matchless values. And there's nearly all sizes.

- \$2.00 Women's Dull and Tan Oxfords ..... \$1.25
- \$2.00 Women's Dull and Patent Pumps .....\$1.25
- \$3.00 Women's White Canvas & Nu-Buck Pumps .....\$2.00
- \$2.00 White Canvas Rubber Sole Oxfords .....\$1.50
- \$3.00 Black, calf Oxfords, Women's & Misses' .....\$1.75
- \$3.00 Women's Black and Tan Pumps .....\$1.75
- \$1.00 and \$1.25 Children's Tan & Black Sandals .....65c

**Floor Coverings**

THROUGH Donovan "preparedness" you can still buy rugs and carpets here at the regular Donovan Lowest Prices. You are buying these floor coverings at lower prices than we ourselves would have to pay for them if we bought them in the present market.

- Seamless Brussels Rugs, size 9 by 12 feet .....\$14.50
- Seamless Axminster Rugs, size 9 by 12 feet .....\$18.50
- Seamless Axminster Rugs, size 9 by 12 feet .....\$21.50
- Seamless Body Brussels Rugs, size 9 by 12 feet.....\$24.50
- Seamless Wilton Rugs, in size 9 by 12 feet .....\$39.50
- Wool and Fiber Rugs, size 9 by 12 feet .....\$ 5.50
- Wildwood Grass Rugs, size 9 by 12 feet .....\$ 7.95

**As Usual-We Will Pay Your Round Trip Car Fare To Lancaster**

On All Purchases of \$19.00 or more, notwithstanding the low prices that distinguish this sale

**Waists--Skirts**

We prepared way in advance and bought heavily, that's why we can undersell all other stores today. It will pay you to prepare in advance for your Summer needs, for prices of skirts and waists are advancing substantially.

- \$ .98 for Waists worth \$1.50
- \$1.98 for Waists worth \$2.50
- \$4.98 for Waists worth \$6.00
- \$1.49 Skirts, sale price \$ .98
- \$2.00 Skirts, sale price \$1.49
- \$3.50 Skirts, sale price \$2.98

**Millinery**

A loud and mournful wail reaches us from Millinery Manufacturers. Velvets, ribbons, trimmings, etc. have advanced from twenty-five to over One Hundred percent.

Our Preparedness Sale doesn't reveal these facts to you. \$2.00 Untrimmed Hats in all the newest shapes and shades ..... 50c \$3.00 Untrimmed Hats, the season's smartest styles \$1.00 Untrimmed Hats, some worth as much as \$5.00 now \$2.00 25c for Ribbons worth 39c.

**Wall Paper**

"Wall paper is one of the "hardest hit" lines. To much zinc and paint and bronze powder needed, and both out of sight in price. Wall paper prices have gone sky-rocketing, but not yet at Donovan's see for yourself.

- 20c Wall Papers .....12c
- 15c Wall Papers ..... 8c
- 8c Wall Papers ..... 5c
- 25c Wall Papers .....15c
- 35c Wall Papers .....20c
- 45c Wall Papers ..... 30c

**BOOKS STATIONERY**

Raw materials are hard to obtain and at that are high in price. Fortunately we prepared for this shortage and we are now offering books and stationery at our usual "Lowest in Lancaster" prices. 35c Lancashire Linen .25c 50c Highland Linen ..35c 50c Popular Copyrights 45c \$1.50 Oil Paintings .....89c \$1.25 Serving Trays .....98c 19c Children's Books ..12c

**Men's & Boys Clothing**

WE looked ahead and so we are not behind. Neither quantity or quality has suffered in the Donovan Men's Clothing Store. You shouldn't hesitate a minute when in these strenuous times, you can buy Donovan's "Reliable" Clothing at such low Prices as these.

- \$12.50 and \$15 Men's and Young Men's Suits ..... \$ 9.50
- \$15 and \$16.50 Men's and Young Men's Suits .....\$11.50
- \$18.60 and \$20 Men's and Young Men's Suits .....\$13.50
- \$1.50 to \$2.00 Men's and Young Men's Trousers ...\$ 1.00
- \$3.00 Boys' Washable Norfolk Suits .....\$ 1.95
- \$4.00 Boys' Smart & Nobby Norfolk Suits .....\$ 2.95
- \$6.00 to \$10 Boys' All Wool Norfolk Suits .....\$ 4.95

**Gloves Hosiery**

EMAGINE the state of the Glove industry when you learn that we import over seventy-five per cent. of our needs. As to Hosiery, the worst "fast color" hosiery famine in history, is around the corner. Donovan Preparedness saves you from these and the high prices that follow.

- 39c and 59c Women's Lisle Gloves, now .....25c
- Kayser New Novelities in Silk Gloves .....59c
- \$1.00 Kayser Silk Hose, Women's & Misses .....85c
- 39c Women's and Misses' Silk Boot Hose .....25c
- 12c Children's School Hose .....3 pair for 25c
- \$3.50 and \$4.00 Women's All Wool Sweaters .....\$2.98
- Newest Novelities in Neckwear, very special at .....25c

**Corsets, Undermuslins**

COUTIL, batiste, nainsook, muslin and other fabrics entering into the manufacture of cotton. Now the price of cotton has jumped from 7c to 12c a pound. Later on you will pay much more than our low sale prices for these.

- \$1.25 Night Gowns, Chemises, Petticoats, each .....69c
- \$1.39 Women's House Dresses, all sizes .....\$1.00
- \$1.50 Kimonos, crepe with shirred elastic waist .....\$1.00
- 89c to 39c Corset Covers and Drawers ..... 25c
- \$1.00, \$1.50 and \$2.00 Corsets, special ..... 89c
- Nemo Special Corset, with military front .....\$2.00
- 38c Brassiers, in all sizes 34 to 46 .....25c

**Furniture**

MONTHS ago we placed large orders for Furniture and took advantage of the low prices that prevailed at that time. Now when prices have advanced, we are able to present some of the best Furniture values we have ever offered. Witness, the following:

- \$20.00 Couches, special Donovan Sale Price .....\$15.98
- \$35.00 Genuine Leather Mission Suits .....\$27.50
- \$25.00 Fumed Oak Buffet, a wonderful value .....\$17.75
- \$ 3.00 Imitation Leather Seat Diners ..... \$ 2.25
- \$20.00 Quartered Oak Extension Table .....\$16.75
- \$35.00 Davenport, bed spring & Mattress .....\$28.75
- \$ 2.50 High Back Porch Rockers ..... \$ 1.98

**A Big New York Clothing Manufacturer Writes:-**

Prices are moving up. The scarcity of woolens and famine in dyes is worse than ever, he says "Wholesale costs next season will be higher than present retail prices. Conditions are very unsatisfactory."

We've received dozens of letters, similar to this one, all having the same trend "prices are advancing."

**About Sweaters, The "Women's Wear" Says on May 12th**

"The shortage of dye-stuff is the chief difficulty confronting sweater manufacturers and not only are some colors unobtainable, but much of the dye that is being used is said to be unsatisfactory as to fastness."

"Preparedness" guaranteed fast color and regular low prices, at Donovans.

**Now Comes a Big Corset Company With This:-**

"Owing to the enormous increase in price of raw materials, we must quote you the following new revised prices to take effect at once," says their letter.

And the same story is cited by many other corset concerns all over the country. Every one tells the same tale. "We must advance our prices."

**A Big Furniture Company Writes Us This:-**

"Since January 1st, 1916, there has been such a decided advance in labor and cost of everything entering into the manufacture of Furniture, that we are now obliged to advance our prices."

"Preparedness" has obviated this from our customers, at least. Usual Low prices prevail at Donovan's.

**The Freight Congestion Is Not Helping Prevent Conditions**

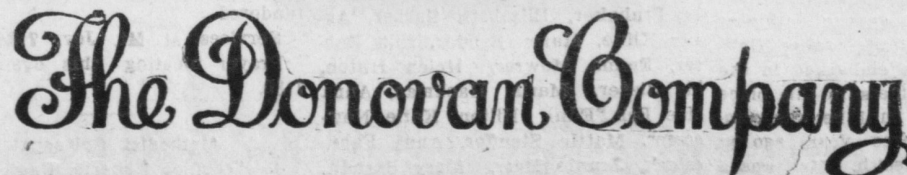
Advancing prices are not the only troubles experienced by dealers now. Shipments are either delayed or refused by railroads, thus the merchants cannot secure needed goods at any price. When the demurrage charges rise from \$1. to \$2. a day, the prices must rise in consequence.

**If Its Inconvenient for You to Attend This Sale Personally, Shop by Mail**

Our Mail Order Service has been especially enlarged for this sole. Satisfaction Guaranteed.

**Men's Hats**

Both Felt and Straw hats have either advanced in price or been lowered in quality. But not at Donovan's. Regular Prices here.



Successors to Williamson and Foster and Cochran  
32-38 East King Street, Lancaster, Pa.

**Men's Furnishings**

Have been hit hard by the general advance in prices, but you won't notice the increase at Donovan's. The same low prices as usual.