

SEVENTH ANNIVERSARY SALE

STARTING

SATURDAY, JAN. 4, 1919

Men's and Boys, Clothing, Women's Coats, Suits and Dresses, Shoes, Underwear, Dress Goods, Domestic, and everything else you may need to clothe the entire family or to furnish your home, will be reduced in this—our greatest Anniversary Sale.

This will be the greatest sale that Lancaster has ever known—it is a triumph and a Victory over high prices. And more than that it is our celebration of seven years of successful merchandising—seven years of value giving, to the people of Lancaster City and County.

We are entirely eliminating profits during this sale, we intend so to speak, to take our customers into partnership and give them the benefit of merchandise at what will amount to practically cost prices.

We've had a wonderful year's business and realize that it is due to the support of our loyal and satisfied customers so we can afford to be generous to those who have made the Donovan store the phenomenal success that it is.

Our regular patrons will need no urging to come to this sale—they have been looking forward to it, just as we have been preparing for it, during the past three months. And they know what wonderful values they are going to get. They've learned by experience in former years.

To that small section of the public who are not as yet customers of this store we would say that now is the time to become one, because you will get values that you could positively not obtain elsewhere—and it will be a good time for us because we realize that the values offered will make you a regular customer ever afterwards.

DON'T FORGET THE DATE—SATURDAY, JANUARY 4th, 1919, for it is a date that will mark the beginning of the sale that will give you the biggest bargains you've ever had in your life.



DONOVANS

The Only Store That Ever Does Anything for the Country Folks.

FARE AS USUAL, FROM ANYWHERE IN LANCASTER CO ON PURCHASES OF \$15 OR MORE