



THAT strength of purpose, strength of ideals, and strength of service behind the building of this great business for 54 years---

That is the strength, sealed by the Seal of Confidence, with which we now re-dedicate ourselves to those principles on which this business was founded and by which this business has grown.

TO commemorate the 54th Anniversary of the founding of the firm of Strawbridge & Clothier, comes this far-famed Anniversary Sale---which we celebrate by offering to you very, very extraordinary values.

This great Sale begins Thursday morning, June first. Share in it to the fullest!

*The Store will be closed all day
To-morrow—Memorial Day*