

STRAWBRIDGE
& CLOTHIER

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ANNIVERSARY

A Great Profit-Sharing Month
Beginning Tuesday, June 1

This page will have more than a million circulation. You could not avoid giving it at least passing notice. We are sure that you will be interested in every word of it. It is of great moment to you, as well as to us. Our interests are interdependent. Modern business is no one-sided affair; it is a human relation from which both sides should derive equal satisfaction (though on this particular occasion the advantage is preponderantly yours). There's a higher ambition, a broader vision in business than money alone; a love of building-up, achieving for achievement's sake. There's romance and beauty in it; more of sentiment than is generally admitted. It is in fact sentiment that inspires this Anniversary Celebration every year—

Sentiment Inspires Our Determination to Make
This Anniversary Sale Absolutely Unique and
Without Precedent in its Benefits to the Public

This wonderful Sale is a great annual event in honor of those who have helped us to success: **First**, the FOUNDERS of this Store, which is now owned solely and controlled exclusively by their sons, and conducted on the foundation principles laid down in 1868. **Second**, the thousands of CUSTOMERS whose confidence in our merchandise and service has made this one of the world's greatest Stores. All our energy, all our skill, all our experience, and all our prestige in the markets have been brought to bear, to make this the GREATEST SALE IN FORTY-SEVEN YEARS. There is a complete understanding between this firm and all its executives and merchandise buyers that the attractions must be such as to create an IRRESISTIBLE IMPULSE on the part of the public to visit this Store many times in June. This Sale has NO REAL PRECEDENT—the special events nearest approaching it have been our own Anniversary Sales; but this will exceed them all in values given as well as in quantities of merchandise provided.

It will be the greatest Sale in the history of Philadelphia—a wonderful MONTH OF PROFIT-SHARING.
Be sure to read our announcement in MONDAY'S EVENING LEDGER.

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Store Closed
All Day Monday
Memorial Day

Anniversary Sale
Begins Tuesday,
June First

