

\$25-Million Neshaminy Mall Opens Today

Question: What has enough concrete to pour a sidewalk from Philadelphia to Washington, D. C.? Enough black top paving for 450 basketball courts or 725 double tennis courts? Enough space to build 100 football fields?

It's the new \$25 million Neshaminy Mall, which opened today on U. S. Route 1 at the Pennsylvania Turnpike in Bensalem township, Bucks county. The Mall is America's most modern shopping center, featuring the largest branches of Sears Roebuck and Co. and Strawbridge and Clothier.

There are 50 other stores in the sprawling complex, including Parklane Hosiery, Barricini Candy, The Fabric Tree and Baker's.

TODAY'S OPENING ceremonies were headed by Lt. Governor Raymond P. Broderick, who delivered the grand opening address and also participated in the ribbon cutting.

In a special ceremony, Congressman Edward G. Biester presented American Flags, which have flown over the White House, to Robert M. Wiley, manager of the Mall's Sears store, and to Peter S. Strawbridge, manager of Strawbridge's new branch.

Other dignitaries who participated included Roger L. Larson, general manager of Sears stores in the Delaware Valley; G. Stockton Strawbridge, chairman of the board of Strawbridge and Clothier; Randall E. Copeland, president of Strawbridge's, and Berton E. Korman, president of the Korman Corporation which developed the Mall.

DESIGNED by the famed architectural firm of Victor Gruen Associates, the enclosed, air-conditioned Mall is replete with decorative fountains and plantings.

One of the main features of the complex is Strawbridge and Clothier's "Freedom Wall," an original, permanent and historic display of the most memorable and historic events that took place in and around the Delaware Valley in the past two centuries.

The exhibit contains a series of seven animated showcase vignettes, each depicting in audio and visual form the historic events. The exhibit, located on Strawbridge's north exterior wall, contains: William Penn's Treaty With the Indians; The Battle of Germantown; The Liberty Bell Is Taken to Allentown.

Also: The Return of Benjamin Franklin to Philadelphia; Washington Crosses the Delaware; Valley Forge, and The Signing

of the Declaration of Independence.

"IN OUR estimation," says Peter Strawbridge, manager of the Neshaminy store, "this Freedom Wall exhibit will be any attraction unparalleled in any branch store display, as

well as being of such historic significance to the area it will attract thousands of people to our store and the new Mall."

While on the subject of thousands of people, there's a parking area that'll accommodate 4500 cars.

Grand
Opening!

the Exciting new

Baker's
NESHAMINY MALL

RT. 1 & PENNSYLVANIA TURNPIKE