

John Wanamaker, Founder of the Business

FOREWORD.

IN 1911 was issued Volume I of the Golden Book of the Wanamaker Stores. It presented the history of an epoch-making commercial institution, which in fifty years grew from a boy's dream to an economic force that actually transformed the trade and commerce of the world, the evolution being to the mutual benefit of the manufacturer, the merchant and the public.

During 1911 the Golden Jubilee of the Business was celebrated. To record the remarkable happenings of that year, Volume II of the Golden Book is now issued.

Jubilee Year culminated December 30, 1911, in the dedication by the President of the United States, William Howard Taft, of the New House of Business in the City of Philadelphia.

The Governor of the State of Pennsylvania, one of the United States Senators from that Commonwealth, and the Mayor of the Municipality took part in the ceremonies, which were witnessed by a distinguished body of statesmen and men of affairs, including official representatives of other governments, members of Congress, the Legislature and City Councils, members of the Judiciary, the Military, Presidents and Officials of great railroads, prominent financiers, educators and men of letters, the leading clergy of the State and City, famous editors and publishers of the American press, merchants and manufacturers from many cities and at least thirty thousand citizens who stood for hours thronging the majestic Grand Court and surrounding floors

and galleries while the new edifice was being dedicated to their material needs and happiness.

Never before was such a tribute paid to a private individual and a private enterprise.

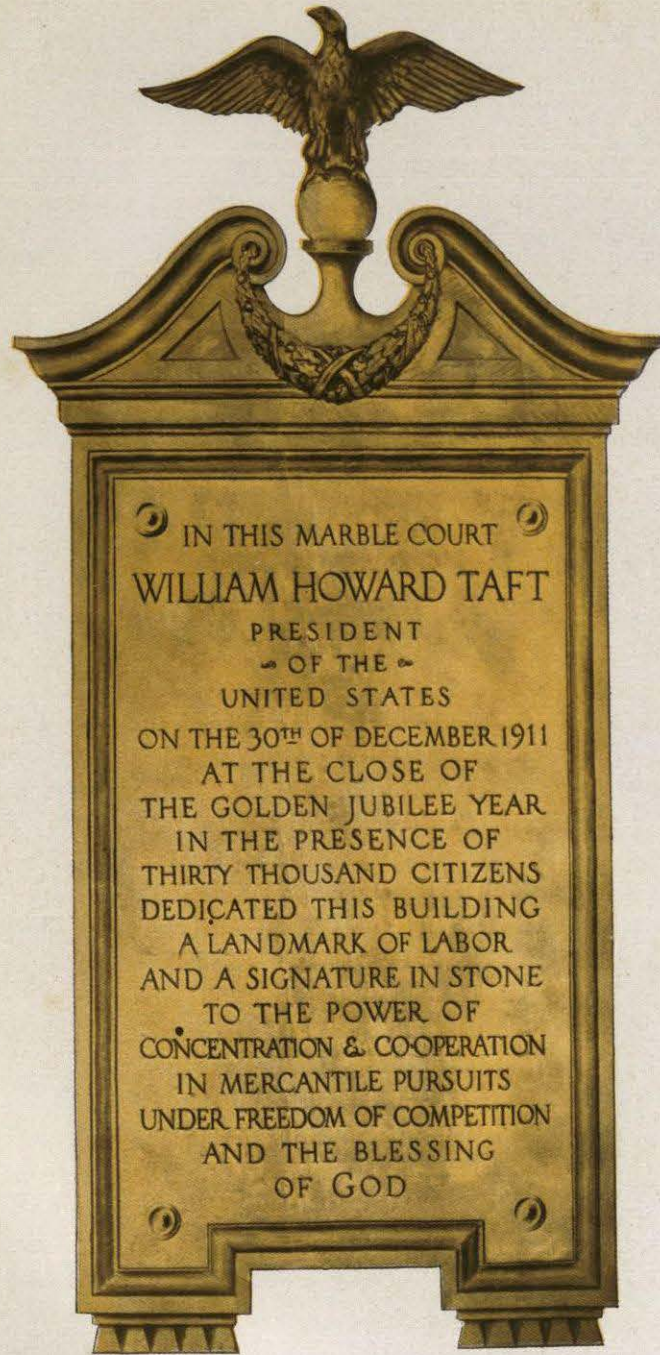
Never before did the Chief Executive of the Nation so honor a man and a merchant, and the people of the community whose coöperation alone made possible the retail business that is without counterpart in the whole world.

It was, indeed, a tribute to trade itself, to the honest business interests of the United States, which at all times are the barometer of the country's prosperity. For upon the wise, honest, and efficient distribution of natural and manufactured products, as well as upon those products themselves, depends the happiness of a people.

Recorded also in this second volume of the Golden Book is the tribute paid to the Founder of the Business by the merchants of the United States in the presentation of a massive silver loving-cup; and the private tribute of his entire Business Family in the presentation of his birthplace in the City of Philadelphia, which is to become the Robert C. Ogden Hospital.

Record is made of the continued progress of the Business during 1911, by far the largest year in point of sales in both Philadelphia and New York, marking the wider expansion of its influence for good in both cities and in world-wide trade.

For the benefit of those who may not have received Volume I, and to make this second volume in a sense complete in itself, a brief chronological review of the business is given as an Appendix to this volume.



Dedicatory Tablet in the Grand Court Written by President Taft

BOOK ONE.

THE STORY OF DEDICATION DAY.

ADDRESS OF THE PRESIDENT OF THE UNITED STATES,

WILLIAM HOWARD TAFT,
DEDICATING THE WANAMAKER HOUSE OF BUSINESS,
DECEMBER 30, 1911.

"Mr. Wanamaker, Mr. Burnham, Mr. Mayor and Governor Tener, Ladies and Gentlemen of Philadelphia, My Fellow-Citizens:—It is now twenty years ago since I had the pleasure of joining the Administration of Benjamin Harrison at Washington and there becoming acquainted, as an humble associate in that Administration, with John Wanamaker of Philadelphia, then Postmaster-General. (Applause.)

"It has been a great pleasure to me to know and to feel that the friendship and mutual respect there begun have continued until the present day, and it has given me the greatest pleasure to come here and take part in this ceremony at the moment of the greatest triumph of John Wanamaker's long and useful life. (Applause.)

"We are here to celebrate the completion, in its highest type, of one of the most important instrumentalities in modern life for the promotion of comfort among the people. The department store—which brings under one roof the opportunity to purchase, at the lowest reasonable, constant and fixed price, everything that is usu-