

## THE PROGRAM.

CORONATION MARCH FROM "LE PROPHETE" . . . *Meyerbeer*  
Great Organ, Irvin J. Morgan, Director and Organist, and  
the First Regiment Band, N. G. P.

"THE GRANITE WALLS RISE FAIR."  
Miss Abbie Keeley, Soprano; Mrs. Russell King Miller,  
Alto; Mr. Harry Gurney, Tenor; Mr. Henry Hotz, Bass,  
and the Chorus of the Wanamaker House.

REVIEW OF THE PHILADELPHIA REGIMENT OF THE J. W.  
COMMERCIAL INSTITUTE, AND PRESENTATION OF  
DEDICATION FLAGS.

FIRST BUGLE CALL OF WELCOME.  
To the President of the United States, to His Excellency,  
the Governor of Pennsylvania, and the Honorable Mayor  
of Philadelphia.

SECOND BUGLE CALL, FOR ATTENTION.  
His Excellency, Governor John K. Tener, introducing  
the Honorable Rudolph Blankenburg, Mayor of Phila-  
delphia, as presiding officer.

ADDRESS . . . . . *The Mayor*

ADDRESS AND PRESENTATION . . . *Daniel H. Burnham, Esq.*  
The founder and Chief of the firm of D. H. Burnham &  
Co., Architects, Chicago, Illinois.

GREETINGS FROM THE NEW YORK HOUSE. . . *Joseph H. Appel*

ADDRESS . . . . . *The Founder*

ADDRESS OF DEDICATION . . . . . *The President of the  
United States.*

DEDICATORY PRAYER . . . . . *The Rev. John F. Carson, D.D.*  
Moderator of the General Assembly of the Presbyterian  
Church in America.

"A SONG OF TIMES."  
The Wanamaker Chorus, the combined First Regiment  
and John Wanamaker Commercial Institute Bands, and  
the Great Organ; Miss Abbie Keeley, Soloist.  
Conducted by the composer.

BENEDICTION . . . . . *The Rt. Rev. James H. Darlington,  
Bishop of Harrisburg.*

"SEMPER FIDELIS" . . . . . *Sousa*  
Great Organ and the combined bands of the First  
Regiment N. G. P. and the J. W. C. I.

RECEPTION TO THE PRESIDENT IN EGYPTIAN HALL.



Crowd at City Hall Awaiting the Arrival of President Taft



Guard of Honor—Approach of the President—The Salute

## CHAPTER II.

WHILE the inside of the building hummed with waiting throngs, outside in City Hall Plaza the First Regiment of the J. W. Commercial Institute was drawn up, and also the City Troop, National Guard of Pennsylvania, whose ancient prerogative it is to escort the President of the United States on his visits to Philadelphia. One hundred and eighty police, on foot and mounted, were lined up around Penn Square along the President's short route from the station to the Store.

At Broad Street Station thousands of persons stood at the locked gates watching for the Nation's Chief Magistrate. Then came Mr. John Wanamaker with the Reception Committee, consisting of Dr. Joseph K. Dixon (Master of Ceremonies for the Day), James B. Woodford, W. L. Nevin, and De Forest L. Bachman. A few minutes later Governor John K. Tener arrived with Alfred G. Clay.

When the Presidential train appeared, the reception party walked out toward the President's car, the Mayflower. On its platform were Secret Service Detectives Griffin and Tait and Major Archibald Butt,\* the President's military aide. Major Butt invited the party to enter. Governor Tener and the others greeted the President, and all left the car. Between two lines of policemen, about fifteen feet apart, the party left the station, headed by Mr. Wanamaker and the President.

---

\*The brilliant and heroic young officer who lost his life on the sinking "Titanic" a few months later.

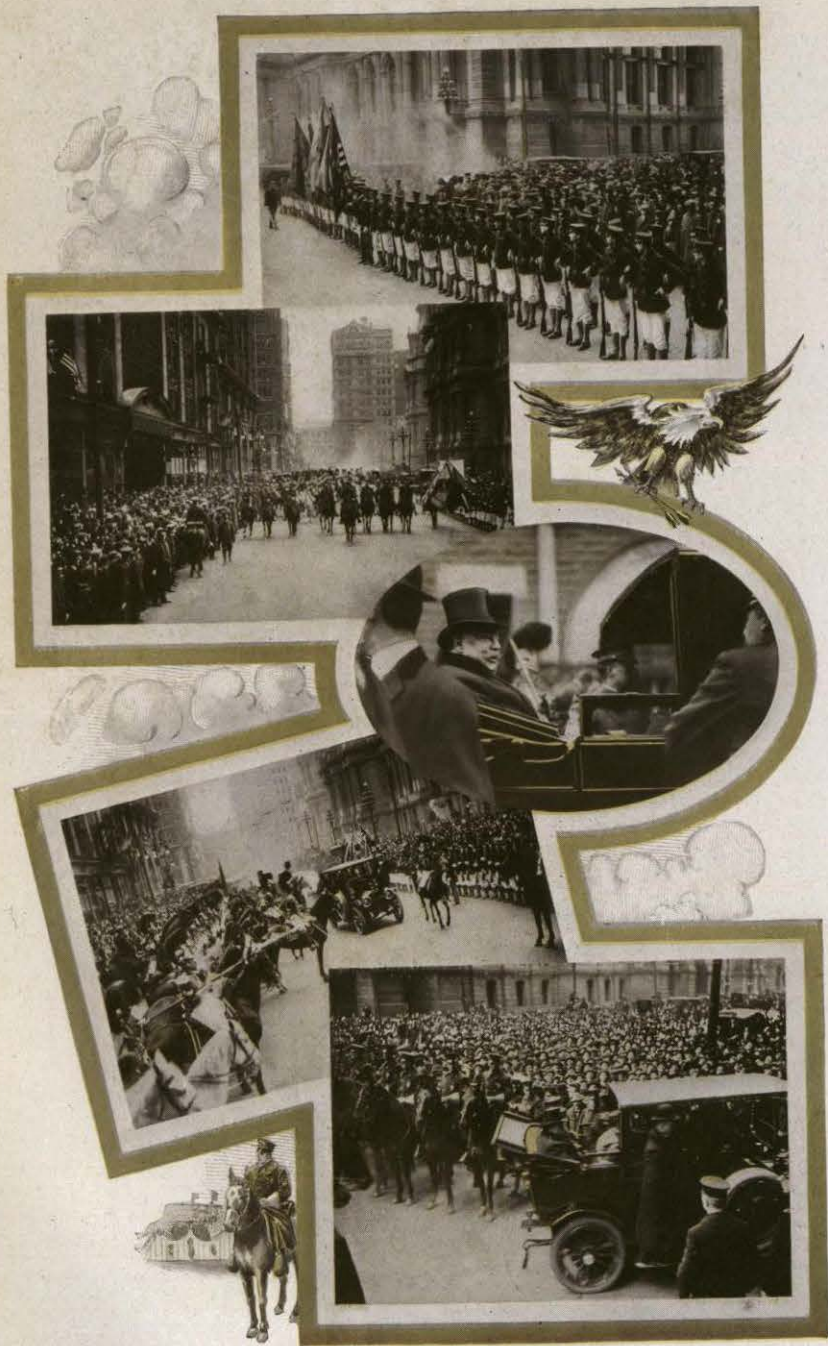
President Taft descended from the train floor of the station into the baggage room on the west side of Fifteenth Street. Some time before the arrival of his train, traffic at this point on Fifteenth Street had been stopped. The City Troop, in full pomp, was lined up facing the baggage entrance, where stood the line of receiving motor cars. The President, when he stepped out of the station, stood uncovered at the automobile while the troop bugler sounded a salute. Then the horsemen wheeled and went slowly out, followed by the Presidential car.

The President, Mr. Wanamaker, Governor Tener and Major Butt occupied the first automobile. A platoon of mounted policemen headed the procession around City Hall, followed by the City Troop, and then came the automobiles; the President's car being specially guarded by four troopers. A squad of mounted men brought up the rear. Five hundred patrolmen had cleared the street and the south side of Penn Square.

An open touring car carrying nine Secret Service men was the second automobile in line, running close behind the machine in which the President was seated.

Fully twenty thousand persons were crowded on the sidewalks along the short route, not able to get into the building, but eager to catch a glimpse of the President. As the party drew near to the Juniper Street entrance, an avenue was formed by the City Troop and the mounted police on one side and by the First Regiment of the John Wanamaker Commercial Institute on the other, both saluting as the President passed. A carpet had been laid from the curb to the doorway, through which Mr. Wanamaker escorted his distinguished guest into the new building.

Just before the entrance of the President, the great organ began the opening number of the program—Meyerbeer's Coronation March from "Le Prophete"—



Scenes En Route from Broad Street Station to the Store



Salute to the President

assisted by the First Regiment Band N. G. P. In the midst of this a great stir went through the throng, with the report that the President was arriving. For a minute before he appeared upon the stand the crowd in the galleries and on the floor stood uncovered and raised cheer after cheer. When he was seen he was greeted by a great ovation. He walked forward, waved his hand and bowed, and amid echoing applause took his seat between Governor Tener and Mayor Blankenburg.

The opening music was followed by "The Granite Walls Rise Fair," sung by the special quartet and the Chorus of the Wanamaker House, an ode of great dignity and beauty, written by James Bayard Woodford and set to music by J. Lewis Browne, especially for the Dedication Ceremony.

The President then witnessed the review of the six companies forming the First Regiment of the John Wanamaker Commercial Institute. These passed before the speakers' stand, four abreast, led by their Military Band and Bugle Corps, and formed there to receive the Dedication Flags presented to them by Senator Penrose. Then came a bugle call of welcome to the President, the Governor and the Mayor, and a second call for attention.

### CHAPTER III.

**M**R. WANAMAKER rose and said:—  
“I would rather not speak until there is silence, to greet the President when he shall speak to you. I beg you to remember that there is not any house, however large, in Philadelphia, sufficient to room the friends of President Taft. We can only give you the space that we have from the floor to the topmost room, and a welcome that is larger even than the house.”

He then presented Governor Tener, whose speech was as follows:—

“*Mr. President, Ladies and Gentlemen:*—I wish at the outset to thank those responsible for the invitation that was sent me to be here upon this occasion. I deem it a special honor and a very great pleasure to be privileged to be here today, and to participate even in a small way in the ceremonies incident to the dedication of this magnificent building.

“Pennsylvania is proud of her son. She is proud indeed to do honor to that genius of commerce and business, your friend, the man whom we all honor today. (*Applause.*)

“Philadelphia is especially proud of him as her foremost citizen. He is a resident of your city here, and at all times is in the forefront of every good movement that makes for the best interest and the progress of this great city, the first city of our Commonwealth, a city that is presided over by a Mayor who has just come into office. Much has been promised for his administration, much is expected of him, and I am sure that much good will result from his administration. (*Applause.*)

“I now have the distinguished honor and the great pleasure of introducing to you your Mayor, Rudolph Blankenburg. (*Prolonged applause.*)

Mayor Blankenburg—who presided over the exercises of the day, then spoke:—

“*Mr. President, Ladies and Gentlemen:*—It is happily not my function to make a speech on this occasion, which means so much in commemoration of the successful life and career of one of Philadelphia’s most distinguished citizens. (*Applause.*)

“In the dreams of that struggling young man, who fifty years ago commenced his business life a few squares from this place, did he ever fancy, in his wildest imagination, a structure of the magnitude of the one housing us today?

“I believe that he never wavered in his ambitious dreams, and when the time arrived for their realization he called to his aid a master mind, who has given form and substance to his ideas in a palace that stands unrivaled in either hemisphere.

“I take great pleasure in introducing to you the architect of the new building, Mr. Daniel H. Burnham, of Chicago.” (*Applause.*)

### THE ADDRESS OF DANIEL H. BURNHAM.

“Every man who has had a hand in large affairs is apt to think that his line of work is more important than anybody else’s. Princes, soldiers and diplomats have always believed that they were the real molders of the State, and in a sense they have been right. But in a deeper sense they are mistaken if they suppose that they control the destiny of man; for this control lies in reality in commerce itself, which alone can build great States, and which alone can maintain them. Why then does history recall particularly and dwell upon the names and deeds of kings and soldiers? It is because history has been written for the masses and not for those deeper thinkers, who alone are able to understand the profound movements of life which have developed upon this earth.

“To supply all the needs of men, no matter where or how they live, is the business of commerce, and the time will come when the great merchant will be as highly regarded as the prince or the soldier. Only a few of the names of the merchants who controlled in the epochs of the past are known to us, and yet we are sure that they