

have both. The idler and the idiot of any country gravitate to a place beside each other in the lowest rank of humanity, and neither of them adds to the real wealth and prosperity of the country. An uninvested talent is no good to a man nor to a community, and it is equally true that the more a man or a people do, the more it is possible for them to do. It is this new school which you, in your great wisdom have come to crown with your dedication, and it is a school for the good not of one city alone, but of the general public everywhere. This will ever go forth the proclamation of unpatented opportunities free to all people whereby we may pull together for a mightier America starting forward unhampered on a new march of victory over all obstacles.

"The mercantile operations here for fifty years present, in a simple and distinct way, the growth and the advantages of business enterprises conducted without the possibility of outside domination, strictly regulated upon the lines of voluntary and not forced consolidations of combinations, and guided solely by coöperation of labor and the utmost freedom of competition, from all points, all over the world, the best man to win. The bulk of business conducted in this country today by other than shareholders' capital represents the safest, healthiest and steadiest prosperity that can be obtained by any country.

"It is the work, work, work of active men in contradistinction to the idle men who are busy only as investors. It is that kind of labor that produces wealth and most truly safeguards and conserves the country's prosperity. I am not reflecting upon the many honorable and worthy men whose invested money makes possible the necessary extensions of great enterprises to meet the growth of the country, but I am pointing to the sharemaking schemes that do not build nor add to actual values, but which require profits of so much more, thereby compelling higher prices on a thousand things such as shoes, clothing, linen and other necessities of life and comfort which could otherwise be sold for less.

"A competitive and coöperative business is the antithesis of such trusts as are permitted to monopolize business. This competitive and coöperative organization has been the means of multiplying instead of reducing

for the public the facilities of business and excellence of service. The evolution that began here with this kind of basis—a general store creating large outlets for merchandise—compelled manufacturers at that time to bring their goods to consumers without the intervention of middlemen, and this greatly reduced prices by increased sales and therefore increased production—a great triumph of labor.

"The possible economies of coöperation in merchandise as well as coöperation in management of people, with the mighty regulator of a city full of competition, cannot but be of vast benefit to the people when compared with the Trust-bound operations governed by monopolistic organizations.

"The best prosperity of America is the sight of active smokestacks in operation on every hillside, and the music of the hammers of the workshops in the valleys, and the singing of looms and lathes in the cities and towns.

"Mr. President, this House today stands, first of all:

**"For the Labor that created it.**

**"For full and plenty Labor as the basis of property and prosperity.**

**"For Free Labor for all men who are willing to work.**

**"For Labor doubled in value to the world by education and enthusiasm of application.**

"The people, Mr. President, believe in you. This organization in which you are participating today has stood for twenty years past for the education of its young people, and the boys of twenty years ago are at the top in many departments of it today. And so also in other places, not here alone, where they have the great idea that it is possible to do things on the basis of freedom to be educated, and freedom to work, and freedom of competition.

"Mr. President,—this is personal—this Nation thanks Mr. Roosevelt for helping to elect you President. He knew his man then—he knew you well, and you are a bigger and better man now than you were then—(*Great Applause*)—because you have had four years of experience. Mr. President, the people, East and West, North and South, believe in you; they believe that you will not permit any portion of this vast Nation to be injured by any other portion, if it is in your power to prevent it.

"Therefore, I venture, upon this auspicious occasion, with this object lesson in front of you, to ask your careful study of the condition of other businesses such as those which are being proved up before your eyes, where you have the demonstration of existing subsidiary corporations; hidden rebates; monopolies of money supplies; large damage accounts masked upon books of record (if public report is to be believed); and combinations plainly against existing laws, unnecessarily advancing rates, raising the cost of living, and checking improvements that tend to increase employment.

"The regular businesses of the old-fashioned type where Labor is the essence of Prosperity, founded upon sound economic principles—such businesses as are constructive and coöperative, these are suffering today. When the shadows of distrust are removed and the labor of many hands is producing something wanted, money, contentment and easier living will return to all people.

"The brakes of constitutional expediency are slowly bringing the train of expansion to a standstill. The long temporizing with business standards and the mathematical and microscopic surveys of existing laws to find ways to defend practices now existing, and to defeat the real meaning of the laws, are hurtful to good times in the highest degree. For this to exist, when no failure of crops and no actual storm-signals of panic appear in the business sky, settles a great hardship upon millions of innocent people whose businesses are tied hand and foot.

"Every factor essential to a great forward industrial movement is at this time present save one: The confidence of business men in one another. That is all there is! Oh it seems such a pity for the man at the helm, anxious for the prosperity of the country, to have to stop and pick the little flies off the wheel, when so many people need to go on with the things that are waiting for a return of confidence. The uncertainty that came in eighteen months ago is still here. It sits down in almost every counting-room and office. It has turned confidence out of doors. Large and safe movements of big constructive business have halted. Such business still hesitates and will hesitate until the potential forces stop that are endeavoring to substitute a new

faith and practice of business in place of the tried principles.

"Mr. President, I appeal to you today. I cannot talk about this building, I cannot talk about myself—I simply have to talk about business conditions. While the clamor goes on it breaks the spirit and discourages the honest, small, unincorporated works of commercial operations that have for so long been our bulwark. To attempt to tire these good people out by temporizing when they have suffered long and much is almost a crime. In the kindest, plainest, poor fashion of a layman, and not a lawyer, I appeal to you, Mr. President, to stand for the old, well-tried principles that are right and eternal, with all your might and power—and let us not only regain and retain but immensely multiply our old prosperities.

"There is a widespread belief that all this country needs to assure its progress is a simple and definite code of constitutional business justice and morality. It is, I believe, an incontrovertible truth that the future power, stability and reputation of our country can only be measured by wealth and high character combined. Wealth alone is not enough; honest industry and persistent labor must also play a large part in the future, as in the wayback past. Wealth can no more be safely created and permanently held by the mere shuffling of securities, than character can be created by shuffling cards.

"In actuality, with high taxation and advanced prices on almost everything, the last three years have been in the main to professional people, business people, and all other people outside of the trusts, empty bottles with large labels of hope and expectations upon each side of them; and this despite the richness and abundance of the soil, the absence of floods and disaster, and the splendid health of the people. The cause is easy to find, and once removed we shall have the greatest prosperity of any nation under the sun!

"Mr. President, if mercantile business is only buying and selling it is a very small affair and narrowing to those engaged in it. The blacksmith and the engine-builder who produce something the world wants are more worthy of honor. If mercantile business disfranchises a man from being a Christian, woe unto the nations of the earth whose population is in greatest

degree other than clergymen, lawyers, doctors and men of the professions! It has never been true that all skaters were navigators like Peary.

"The greatest of all Teachers said, 'Callest thou Me good? There is none good but God.' And therefore, we may not look for perfection in any calling, but we surely and steadfastly may go on toward it, and whatever comes, go on. *Nulla dies sine linea*—no day without a line; and the line that I mean to write in my copy-book every day is for a commerce world-wide, broad-minded and patriotic, to harmonize all nations, and for such service as will help toward their prosperity.

"I fixed for myself for this day's duty to avoid in this address everything personal to myself. I feel, however, that I might be forgiven if at this time—the only business dedication service I have had in my life—I say something as a merchant and citizen that long experience and observation have taught me, and that I believe may be useful to others than myself. You cannot smother the spirit of progress in the ashes by shutting your eyes to it. Every one must do his part. Even the chattering sparrow has as many wings as yonder eagle.

"At this particular time—when the whole world of American business is contracting and standing still in amazement at the vast profits of unequal or inoperative laws of control and at the vast profits of assembled syndicating, and is naturally lamenting the small returns of regular unsyndicated business and the difficulties of making living ends meet with the prevailing high prices—there must be some way to at least begin to get out of the quagmire in which general prosperity is—for the time being—limp and lame. Each individual must by unselfish thought and earnest speech do his part to relieve the situation.

"If from this school of progress, where thirty thousand people are, we could speak in thunder tones to the whole people, I would appeal

**"For the Recall of old-fashioned truth-telling in public print**

"Editorially, locally, and advertisingly, because the constant and almost unconscious filtration of poison into the body politic and physical is a blood-poisoning that is at least devitalizing.

**"For the Recall of respect for law**

"And for its prompt and summary administration for poor and rich alike, like unto such practice as exists in the British nation.

**"For the Recall of decent respect for rulers**

"Called and elected to rule by the voice of the people, which is the voice of God.

**"For the Recall to common sense**

"Of the learned and unlearned noisy agitators who crowd the sky with vagaries and visions and keep the torch-light to the scaffoldings of builders of prosperity.

"Mr. President, I pass on to you the key to this solid, simple, strong, straightforward building with its foundation of business ethics, its roof of hope and its wide-open doors of four-sided opportunity. You are the Commander of the Army and Navy of the United States. You are not only the head of the administrative work of the Nation, but you are looked to also as the head of the business world of the United States, and I pass this key to you that with your wisdom you may unlock any good that there is here, in any way you see fit, for the general good of mankind."

Mayor Blankenburg introduced the President as follows:

"To have the foremost citizen of the land as the guest of honor on this auspicious occasion is an honor, indeed, which is fully appreciated, not only by the founder, but by the whole citizenship of Philadelphia.

"He represents today one hundred million people, and through him one hundred million people will be advised of the esteem in which one of this vast number, one of our own citizens, is held by the occupant of the highest office in any land.

"It is an office not inherited, but bestowed upon him by the suffrage of a free people; the representative of our great Republic.

"I have the honor and distinction of presenting to you the President."

The President's address, which followed, is to be found at the opening of this book.

The Reverend John F. Carson, D.D., Moderator of the General Assembly of the Presbyterian Church in America, offered a Dedicatory Prayer.

"Almighty God, our Heavenly Father, we reverently worship before Thee this afternoon, and in our homage would render unto Thee most humble and hearty thanks for all Thy gracious and merciful dealings with us.

"We are children of Thy love, and Thy loving kindnesses for all mankind have been many and constant. Let Thy blessing, we beseech Thee, rest upon all who have assembled here, and let Thy favor rest upon us on this occasion.

"We thank Thee, O God, for him whose genius and integrity and enterprise have made possible the achievements which are celebrated today. For his life and all that has entered into it we give Thee praise. For his services to the Church and to the larger interests of the business world, we thank Thee, O God, and we pray that while he is hearing these messages of greeting and of esteem and good will from all men, he may have in his own soul the consciousness of the favor of Almighty God and the richest benediction of His grace and His love.

"Grant, we beseech Thee, that all blessings rest upon the President of these United States, upon the Governor of this State, upon the Mayor of this City, and upon all who are in positions of trust and responsibility.

"Grant, now, we pray Thee, that as this building is thus dedicated to the interests of trade and commerce, to good will between employer and employé, and to the principles of righteousness and honesty in business life, there may be added to all the favor of Him who is our Lord and our King, Jesus Christ, in Whose name we ask it. AMEN."

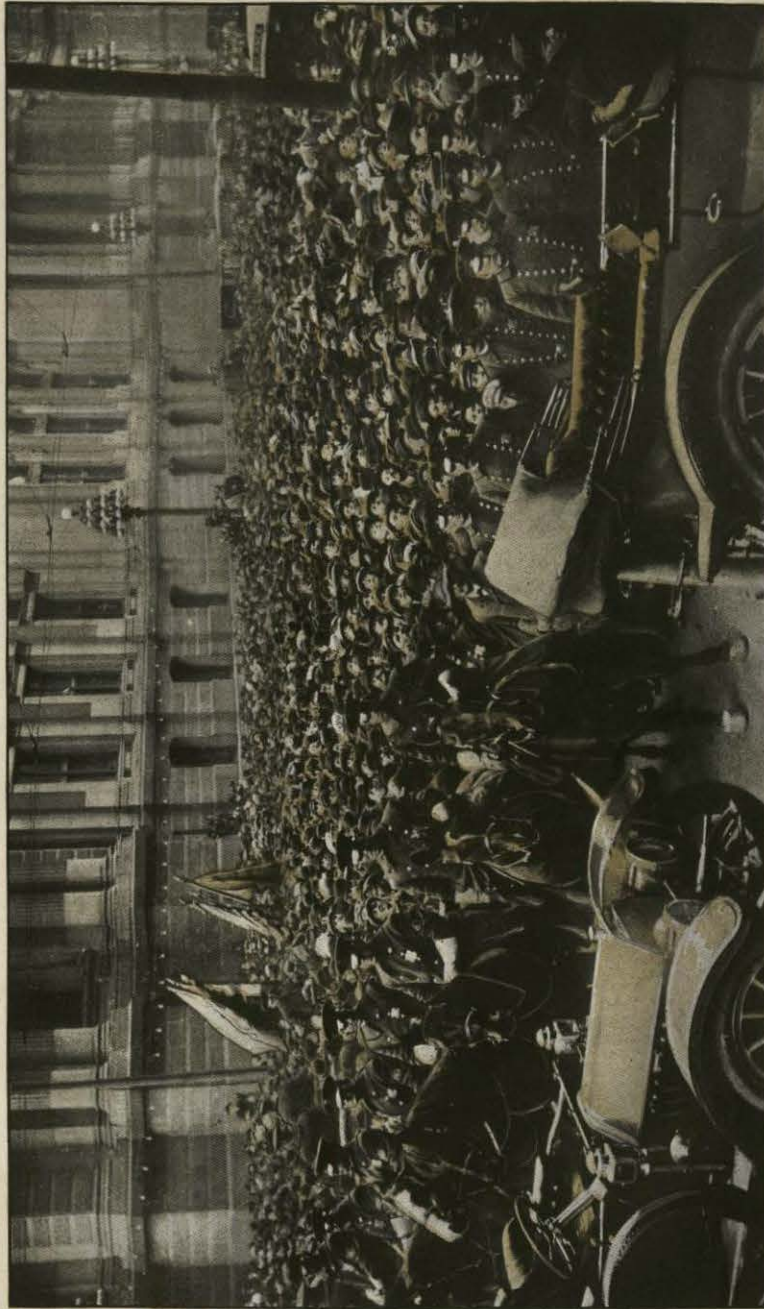
"A Song of Times," an ode written in honor of the dedication by John Luther Long and set to music by Dr. Horatio Parker, of Yale University, was sung by the Wanamaker Chorus, accompanied by the combined First Regiment and J. W. C. I. Bands and the Great Organ. Dr. Parker in person conducted the music.

The ceremonies were closed by the Bishop of Harrisburg, the Right Reverend James H. Darlington, who

pronounced the benediction. As the organ and the combined bands thundered forth a farewell march, the guests dispersed, large numbers of them to attend the President's Reception in Egyptian Hall, for which special cards of admission had been issued.

Although the President's time was limited, many thousands of people had the pleasure of shaking hands with him, among them some young people—two of them Mr. Wanamaker's grandsons—for whom the day was thus made ever memorable.

When the hour came for his departure the President was again escorted to Broad Street Station by a detail of mounted police and the First City Troop, and left Philadelphia for New York at four o'clock.



Crowds at City Hall at the Departure of the President

**THE TWO ODES SUNG AT THE DEDICATION.***Words and music written especially for the ceremony.***A SONG OF TIMES.**

WORDS BY JOHN LUTHER LONG      MUSIC BY HORATIO PARKER

**I—TIME WAS**

There was a time when argosies  
Of small black ships toiled slowly forth  
From Ind and Tyre with merchandise  
And burning gems to make us fair.

They, with the trade-winds' goodly help,  
Escaping pirates, storm and wreck,  
Laid down their costly freight  
In a small-paned shop o'er narrow lane,  
'Neath smoking lamp where buyer grop'd,  
And seller chaff'd and clerk deceived  
And for deceit got wage—else naught.

And none came hither but the rich,  
The poor fared ill.  
He had no shops,  
But got his fairing like his meat—  
When betters had been served full well—  
In cellar deep, where honest ships  
Laid down no load with duty paid,  
The linen reeked of smuggler's caves,  
The cloth was faded on his deck.

That was a time when merchantmen  
Were cunning buccaneers of trade  
Who out of blessing lived and died.  
Though hoary with its warring years  
It seems not good, but ill, that time  
When trade and guile were gemini,  
With honor hid by sounding lies!

**II—TIME IS**

Ah, blessed we who live in NOW,  
With ships of steel—whose masters bow  
To neither wind nor wave, but press  
Their way to us with might's largess,  
And throbbing pulses red with fire,  
Past lagging winds, past failing tide,  
With wonders never dreamed in Tyre,  
To lay them down in places wide.

O, NOW is gold, and Man is good,  
And that which decks him better far  
Than WAS. His gems, his garments, food,  
May hide no flaw, must show no mar.  
His mind, outgrown the murky vale  
That cradled him and saw his youth,  
The utmost reach of hope would scale,  
To find its goal in purest truth.

There, air is wide, there, thought is large—  
And souls break bond for flight afar;  
There Man aspires for Heaven's marge,  
To know the farthest reeling star.  
O, golden NOW!  
O, Time of Light!  
O, morrow after passing night!  
Man leaves the breast and swaddling clothes  
For starry ways!  
Who knows, who knows?

**III—TIME SHALL BE**

Lo! time shall be, that having conquer'd earth,  
Mankind shall soar above its fairest heights,  
And, girt about with clouds and space, shall still  
Rise up, past stars, to search the ether blue.

No thing of all God's making equals Man;  
And always must the less the greater serve.  
This is the law of things, the law of life.  
For man the cattle on a thousand hills;  
For him the billowing grain and radiant corn;  
The flow'rs are born for him, the sky is bent,  
The winds are perfumed, the night is gemm'd for him;  
For him all beauty, all desire, all use.

Man was not made for earth, but earth for him,  
And in full time he shall possess it all.  
Yea, earth possess'd, he then shall pass the stars,  
To conquer what is there, to conquer what is there.  
Who knows, who knows?  
Earth possess'd, he then shall pass the stars,  
To conquer what is there.  
Man was not made for earth,  
The earth was made for Man.

## THE GRANITE WALLS RISE FAIR.

WORDS BY JAMES BAYARD WOODFORD.

MUSIC BY J. LEWIS BROWNE.

Lo, where the granite walls rise fair against the morning sky  
And catch the golden radiance of the newly-risen sun!  
How graceful are the lines of beauty which therein doth lie!  
How stately and imposing are they all, when all is done!

But all those arches, chiseled by the artist's facile hand,  
Which seem to touch the clouds resplendent in the ruddy light,  
And by their beauty win the plaudits of a waking land  
But just emerging from the darkness of a sullen night.

Full well we know that all the beauties of that chiseled stone—  
Acclaimed of men because uprisen to the morning glow—  
Could never thus sustain such flattering homage for their own  
But for the sturdy pillars in the shadows far below.

Nor could the sculptor carve his visions on the sun-kissed steep,  
Applauded and encouraged by the lovers of his art,  
Had not another, long before, laid broad foundations deep  
Down in the earth alone, uncheered save by a steadfast heart.

Thou structure broad and high and deep!  
Thou building great and strong!—  
Majestic as the towering rocks that keep  
Impassive vigil while the nations sleep  
Unmindful of 'a wrong:

Still doth thy face beam with a radiant light  
As though quick life had been imparted to insensate stone  
When are the sombre shadows of a night  
Of error exorcised and put to flight  
By sunbeams—first caught on thy towering heights alone—  
As sunrise heralds a new birth of Right.  
Would that thou, like the everlasting hill  
Of which thou wert a part  
Might ever stand, an emblem of the will  
And loving strength of heart  
Which, building in the past, and building still,  
Hath made thee what thou art,  
And thus, unwittingly, hath builded—as one must  
Who buildeth for humanity, for human trust  
In human purpose, and the ultimate of human Right—  
A monument, that from unrisen suns shall catch the light  
Which through the unborn centuries will fall upon the height  
Where dwells the deathless spirit of the fair and just  
When shall thy granite walls have crumbled into dust.



IN THIS MARBLE COURT

THE PRESIDENT OF THE UNITED STATES,

ON THE 30TH OF DECEMBER, 1911,

AT THE CLOSE OF THE GOLDEN JUBILEE YEAR,

IN THE PRESENCE OF

THIRTY THOUSAND

CITIZENS, DEDICATED

THIS BUILDING,

A LANDMARK

OF LABOR AND

A SIGNATURE

IN STONE TO

THE POWER OF CONCENTRATION AND CO-OPERATION

IN MERCANTILE PURSUITS,

UNDER FREEDOM OF COMPETITION

AND THE BLESSING OF GOD.



President William Howard Taft—Mayor Rudolph Blankenburg—Architect Daniel H. Burnham—Governor John K. Tener—the Founder, Surrounded by the Wording of the Dedicatory Tablet Expressing the Sentiment and Spirit of the Business.

## BOOK TWO.

### PUBLIC TRIBUTES.

*Editorial from the "North American," Philadelphia, January 1, 1912.*

#### PRESIDENT TAFT'S TRIBUTE.

PRESIDENT TAFT came to this city last Saturday, and in his official capacity as Chief Executive of the United States aided in dedicating the great new Wanamaker "House of Business." He paid to its founder and builder and to retail commerce a tribute which is unique. The honor which he thus conferred on the creator and sole owner of a private business enterprise is probably without parallel in the history of merchandising.

But full significance of President Taft's participation in the ceremonies transcends an indorsement of Mr. Wanamaker and his great work, howsoever cordial the indorsement may be and howsoever richly it may be deserved. For this great department store, which in its organization, its method, and its purposes the President so unqualifiedly approved, has long been of proportions so large that it must be recognized as one of those factors of Big Business which constitute our modern commerce.

The larger significance of President Taft's participation in the ceremonies lies not merely in the fact of a tribute from the highest official source bestowed upon a great and vitally important commercial factor. There is the still more significant fact that the great co-operative retail business houses of the country, although universally recognized as properly belonging to the category of Big Business, received at this time such an indorsement from the head of the government which is either preparing or pushing prosecutions against so many other forms of Big Business.

Among those that have been called to account in some measure are the oil trust, the tobacco trust, the wire trust, the bathtub trust,