



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,

the sugar trust, the steel trust, the packing trust, the shoe machinery trust, the coal trust and many others.

If in the conduct of a great department store there existed a trace of that monopoly which many mistakenly believe to be an important factor in such business, President Taft would be the last person in the world who could at this time afford gratuitously to take upon himself the burden of vouching for its character.

That President Taft fully understands the foundation upon which every large, successful department store rests is shown by these words from his speech at the Wanamaker dedicatory exercises:

"With no adventitious aid, with no combinations in restraint of competition, but simply by a natural growth and adaptation of means to an end, this great business was built."

This utterance comes from the President at a most opportune time. For there is a widespread movement being engineered by the enemies of the Sherman anti-monopoly law to convince both the public and the big co-operative retail merchants that their enterprises are being conducted contrary to that law.

So far has this scheme progressed in some parts of the country that the merchants who purchase large advertising space in the newspapers have been frightened into believing that their legitimately conducted business is criminal in the eye of the existing federal statute. And such advertisers, acting, as they believe, for just measures of self-preservation, are trying to induce the newspapers to advocate the repeal of the Sherman law.

The founder of the Store which the President characterized as "*a new instrumentality for the betterment of the condition of men*" showed in every line of his masterful address on Saturday that the success and the permanency of his institution depend upon such freedom of competition as to exclude every element of monopoly. He showed clearly that only upon a foundation thus broadly and securely laid can the benefits of co-operation be justified.

These excerpts from his speech touch on this phase of the subject:

"The mercantile operations here for fifty years present in a simple and distinct way the growth and advantages of business enterprises conducted without the possibility of outside domination, if strictly regulated upon the lines of voluntary and not forced consolidations or combinations, and if guided solely by

co-operation of labor and carried on with the utmost freedom of competition. . . .

A competitive and co-operative business is the antithesis of such trusts as are permitted to monopolize business.

This competitive and co-operative organization has been the means of multiplying instead of reducing to the public the facilities of business and excellence of service. Witnesses by the thousands will come into the court and the witness stand whenever called to testify to this fact. This may be put down as a triumph of free and competitive labor apart from the trust methods."

The President and Mr. Wanamaker are right. The department store is one of the best, if not the very best, of illustrations of co-operation and consolidation for the promotion of efficiency and reduced cost, and at the same time not only does it not restrict freedom of competition, but it actually and in the most practical manner promotes such competition.

The capital and the credits upon which a department store does business are not of common origin with those upon which a competing store depends. As yet, no money syndicate which draws its power from Wall Street has acquired a general dominating interest in department stores through the control of credit, as has been done in nearly every big consolidation in other lines of business.

No combination exists among department stores for the purchase of vast quantities of like products made by trust-controlled factories. Indeed, the reverse is true. For it is the policy of the department stores to multiply factories, rather than to restrict or diminish their number.

When a manufacturer's creditor bank withdraws its financial assistance, he frequently finds his business salvation in the department stores. These concerns, to whose interest it is to protect manufacturers and to promote competition in the goods the stores buy, open wide the channels through which the manufacturer can dispose of his unmarketed goods in practically unlimited quantity, and thus they give to him the capital he immediately needs and the assurance of a continuing business.

The concentrated purchasing power of a department store is one of the most effective checks against attempted combination of manufacturers to add to the cost of an article of commerce. For if the stores find the manufacturers making unwarranted increases in prices, they can, by diverting their business to some small competing manufacturer, bring his concern to proportions which will make him a constant and wholesome rival of the attempted monopoly.

There is no factor in commercial life that does more than the department store does in this way to preserve the equilibrium of domestic trade and to discourage hurtful combinations.

The great retail houses cover the entire globe, searching for new materials and better methods to improve the quality of their goods and to reduce cost. They purchase their stocks in the open markets of the world, where they daily meet a hundred thousand competitors.

The department stores have no way of compelling patronage through the monopoly of bank-credits or of transportation facilities. They cannot by the brute force of their bigness compel customers to purchase their merchandise.

One successful department store begets another department store. The second begets a third, and so on. But so complete is the freedom of competition that department stores are not left to compete alone with one another. Each department of these big co-operative stores has for competitors the strong and prosperous retail houses which deal only in their special lines of merchandise.

Thus, the shoe department must compete with the shoe department of every other department store, and with the scores and hundred of aggressive and alert houses that deal only in shoes. And so with the clothing department, the furnishing department, the millinery department, and nearly every other department that can be named.

The department stores themselves are constantly training enterprising young men to become competitors of their teachers, if not in a general way, at least in special lines.

Every large city can show such thriving business houses growing up in the very shadow of the big stores where the young rivals learned the business of buying and selling.

The department store—unlike a trust—which depends, in any measure upon monopoly, cannot extend the principle of co-operation beyond the unit of greatest economy. As soon as that point is passed, the natural trade law of competition immediately checks the combination.

When the President of the United States came to Philadelphia to assist in dedicating a department store, the honor was something more than personal or individual. It was to all honorable merchants. It was in recognition of the fact that the business of merchant has been raised to a level with that of the leaders in the professions, and that he belongs with the genuine captains of industry.

And in the largest sense it was official recognition of a kind of enterprise which obeys the natural laws of trade, which effects com-

binations to promote economies, but which imposes no illegal tax upon the public, if for no other reason because it cannot. The element of monopoly in no way enters into its operation. It is a combination which promotes competition and tends to lower the cost of living.

Editorial from The Philadelphia Press, December 31, 1911.

A FITTING RECOGNITION.

President Taft yesterday gave a wise, fit and national recognition to the man, the occasion and retail trade itself in all its manifold branches by his visit, as the Chief Executive of the nation, to the great store in this city which is itself a monument and commemoration of the half century of Mr. John Wanamaker's business career.

All business has been transformed in his lifetime. It has grown in volume as never before. Modern retail trade represents a vast addition to the general good and an addition almost as great to the burden and responsibility of the manager and owner. It is this, doubtless, which, after a career of unparalleled success in his chosen work and field, suffused Mr. Wanamaker's speech yesterday with a consciousness of struggle and conflict as well as of triumph and achievement.

But he, more than any other one man, has advanced and elevated the work, position and province of the creator and manager of a great retail store. He has given this branch of business its ideals and standards. He has taken the principle and practice of one price to all, which the French began, and made it universal in retail trade. He has given to publicity its fit and full office and has sought and jealously kept good in the Store the promises made out of it. He has immeasurably dignified the work of selling at retail by seeking to make each bargain "good for both ends," and always open to calm revision by the customer.

These changes have all worked for the elevation of all, from cash girl to proprietor, from the smallest purchase to the largest and most lavish order. It is no accident that the greatest retail stores in the world are in the two most democratic of lands, France and the United States, Republics both, and that the President of one Republic has just honored Mr. Wanamaker with the Cross of the Legion of Honor, and that the President of the other was present yesterday at the close of the celebration of his great work in business.

The imposing building he has erected, the business he has built up, and all he has acquired, are the smallest part of his achieve-

ment. He has elevated a calling. He has opened the door of opportunity to thousands. He has himself furnished a conspicuous example of the great fact that if the work of trade be rightly done it brings benefit to city and to community, raises the standards and methods of business for a nation and widens the general well-being.

Editorial from the Philadelphia Record, December 31, 1911.

HALF A CENTURY OF SUCCESS.

Every man begins his career with some purpose, some end that he means to attain, some vision that he hopes to realize. With many it may be nothing more than an improvement in his material condition. But with a very large number of men it is something greater than that; it is independence in the sense of "working for himself" instead of some one else; or it is wealth or distinction or political power, or fame in literature or art, or recognition at the head of his profession. But few there are who can look back over a long life and feel that they have attained the point aimed at, or even approached it.

The quality of greatness is not very widely distributed. The mental grasp, the achieving will, the unflinching courage, the instinct of prompt and always correct decision, the knowledge of men, the gift of organization, the unerring foresight, which go to make up the highly successful man in any line of activity are combined in few persons.

Standing in the finest "House of Business" in the world with the President of the United States, the Governor of Pennsylvania, and the Mayor of Philadelphia to grace the imposing ceremonies which concluded the Jubilee Year of his commercial career, Mr. John Wanamaker has the satisfaction vouchsafed to so few of knowing that he has succeeded. If he had not attained his ideal, that ideal must have been an uncommonly high one. He has made himself the foremost merchant of his time. He has led a revolution in business methods. He has made his name as well known in the old world as in the new.

And yet he has been much besides a merchant. He has made himself a power in politics. He has been a leader in philanthropy. His generosity but recently secured for him honors from the French Government. No layman is better known for his religious work and his services to the Church. Nearly twenty years after leaving the Cabinet of President Harrison his impress upon the postal service survives. He has the rare satisfaction of looking back over fifty years of astonishing success.

Editorial from the Public Ledger, December 30, 1911.

THE PRESIDENT'S TRIBUTE.

The presence of William Howard Taft, President of the United States, in this city this afternoon is undoubtedly a tribute to the constructive genius of Mr. John Wanamaker—but it is something more than that. It is recognition by the first citizen of the land of the modern and better business methods with which a preceding generation was wholly unfamiliar. The President is a believer in commercial honesty. Just as he will not concede that there is one standard of morals for the private citizen and another for the public official, he would not agree that the ethics of the counting-house are more elastic than the ethics of the library or the study.

There are commercial laws, to be sure, that cannot be evaded, and among these is the individual responsibility of any party to a trade, but even this responsibility, rigorously exacted, is not conducive to good understanding between the buyer and the seller.

Mr. Wanamaker has revolutionized the system of retail trade not only in America but throughout the world, and perhaps the innovation that first forecasted impending change was the position he took more than thirty-five years ago, or after he moved to the old building which gave way to the present magnificent structure. He might as well have emblazoned on the walls and imprinted upon the stationery the declaration "*The Buyer Cannot Err*;" for from that time until the date of this dedication the business has been conducted upon the principle that the customer who has made a purchase and is dissatisfied can get his or her money back, or can exchange upon favorable terms for some other article. This is nothing new to the rising generation, for following the Wanamaker lead others have learned the value of confidential relations with the buying public; but in an earlier day the assumption that "the customer is always right" and that the buyer must be satisfied, at whatever cost, was considered a dangerous principle. The downfall of the house of Wanamaker was freely prophesied, but all the time it was building, building upon new foundations, so that today the superstructure is honored at a Jubilee Dedication by the most distinguished citizen of the Republic and the most influential Executive in the world.

It is not the merchant who is thus honored, so much as it is the publicist; the man who creates is something more than a dealer in intrinsic values; he is an economist who reduces his theories to practice, a philosopher whose teachings have proved their own value, and an innovator who has made the experiment of yesterday the demonstrated truth of today. If to enlarge the perspective of

the business world is to become a benefactor of mankind; if to bring the merchant and his customer so close together that there is a community of interest between them beneficial to both; if to afford employment to thousands and enjoyment to tens of thousands be statesmanship, then the Honorable John Wanamaker is a statesman of the first rank.

The President of the United States honors his great office and meets with the approval of a great commercial people, when in a great commercial city he dedicates, as it is his office to do this afternoon, a building which represents the fruition of a life devoted, as Mr. Wanamaker's has been, to the welfare of the community in which he was born and in which he has spent his life, except when temporarily called away in the public service.

Radical departures from the beaten path, made by Mr. Wanamaker years ago, are the commonplace business axioms of today. His is not the only store that permits the return of goods—but it was the first and only store at one time. His is not the only system that assumes the permanency of a customer's friendship, provided that customer is treated fairly—but time was when nearly all retail merchants seemed to proceed upon the theory that they were public benefactors and the people clients rather than patrons. And through his good offices there has come a better understanding among merchants themselves. Mr. Wanamaker's most ardent admirers are found among his competitors, who recognize in him the pioneer who blazed the way to a better day.

One President, Benjamin Harrison, called Mr. Wanamaker to his Cabinet, and now another President, a score of years later, will testify to the worth of the great Philadelphia merchant as a private citizen, whose work will be typified and reflected by the company that assembles this afternoon.

SOME EXTRACTS
FROM
LETTERS AND TELEGRAMS
SENT TO
MR. WANAMAKER and to MR. RODMAN
WANAMAKER

With Characteristic Expressions of Congratulation.

From the Honorable Joseph Buffington, Judge of the U. S. Circuit Court of Appeals, Pittsburgh, Pennsylvania.

"Will you please extend to your father personally my congratulations and say to him that in my judgment he has worthily won the title of 'the greatest merchant of the world!'"

From the Honorable George B. Orlady, Judge of the Superior Court of Pennsylvania.

"The continuing honors to your distinguished father are well merited, and I heartily congratulate all who are associated with him in the added fame his personal friends and admirers are showering on him."

From the Honorable Samuel J. McCarroll, Judge of the Court of Common Pleas, Dauphin County, Harrisburg, Pa.

"With thanks for your courtesy, and trusting that the occasion will be of very great interest and long to be remembered, I am, etc."

From the Honorable George J. O'Keefe, Court of Special Sessions, New York City.

"Wishing you all success and a continuation of the name and fame which has been deservedly yours for so long a time in the business world, I am, etc."

From the Honorable Leonard A. Giegerich, Justice of the Supreme Court of New York.

"With every good wish for the success of the new Store, I am, etc."

From the Honorable Joseph F. Mulqueen, Justice of the Supreme Court of General Sessions, New York City.

"My best wishes for the success of the occasion!"

From Rear Admiral Washington Lee Capps, Formerly Chief Constructor, U. S. Navy.

"Having spent a great deal of time abroad, and having only recently returned from an extensive tour around the world, I can say with entire sincerity that the new building of Mr. Wanamaker's is quite the handsomest and most effectively arranged of any building of the kind I have ever seen; and I desire, moreover, to commend especially that feature of the establishment which provides for the public so much good music. I have personally taken great pleasure in attending many of the organ recitals in the Grand Court, and I think that this one feature alone entitles your distinguished father to the sincere thanks of the community to whose welfare he has contributed so much."

From Major-General Frederick Dent Grant, Eastern Division, U. S. A., Governor's Island, New York.

"General Grant would have been especially happy to join in honoring Mr. Wanamaker, and he presents warm regards and thanks with his regrets."

From His Excellency, Governor Chase S. Osborn, of Michigan.

"Governor Osborn congratulates Mr. Wanamaker on the achievements of the past and extends his best wishes for the future."

From His Excellency, Hon. Albert W. Gilchrist, Governor of Florida.

"John Wanamaker's name stands forever as a monument to successful business methods, to well-directed industry, honesty and success."

From His Excellency, Hon. E. F. Noel, Governor of Mississippi.

"I thank you most heartily for the kind invitation. The House of Wanamaker has won a name for fair dealing and honest business methods that is known from one end of this country to the other. Its immense business has been built on principle, and its success is deserved."

From Hon. W. O. Head, Mayor of Louisville, Kentucky.

"The firm of Wanamaker is known the world over as progressive, successful and honest. Wishing for it a happy and prosperous New Year, and if possible, greater success, I am, etc."

From Hon. Carter H. Harrison, Mayor of Chicago, Illinois.

"Please accept my congratulations upon your achievements."

From Hon. John F. Fitzgerald, Mayor of Boston, Massachusetts.

"Assuring you of my best wishes for the continued prosperity of the house of Wanamaker, I am, etc."

From Hon. George T. Oliver, U. S. Senator from Pennsylvania.

"I congratulate the 'House of Wanamaker' on its long and honorable career, which I trust may be continued far beyond the life of anyone now living."

From Hon. W. G. Sharp, U. S. Representative from Ohio.

"I regret very much that I cannot be present at an occasion that so fittingly celebrates the achievements of a great man and a great business."

From Hon. James M. Curley, U. S. Representative from Massachusetts.

"Of John Wanamaker I would say that a serene and ripened age is surely the homage that Nature pays to virtue."

From the British Consul General, New York.

"Mr. Courtenay Bennett wishes to express his hope that the new House of Business may be a great success and that the management will sustain the reputation of the Old House."

From the Minister of Venezuela, Washington, D. C.

"M. Pedro Ezequiel Rojas, Minister for Venezuela, desires to congratulate Mr. Wanamaker upon the brilliant success he has made in the mercantile world."

From the Consul General of Venezuela, M. Pedro R. Rincones, New York City.

"I beg you to accept my cordial congratulations on the splendid success you have achieved, and I hope that your business will continue to grow in the future as prosperously as it has in the past."

From Djelal Munif Bey, the Consul General of Turkey, New York.

"The Ottoman Consul General, Djelal Munif Bey, avails himself of this opportunity to offer Mr. Wanamaker his best wishes for greater success."

From the Consul General of Brazil, New York City.

"Mr. Manuel Jacintho Ferreira da Cunha, Consul General for Brazil, avails himself of the opportunity to wish the everlasting continuance of the success that has marked the wonderful career of this business."

From Hon. George B. Cortelyou, Formerly Secretary of the Treasury.

"Please present my kindest regards and congratulations to your Father."

From Oscar S. Straus, Formerly Secretary of Commerce and Labor and U. S. Minister to Turkey.

"With sincere regards to your esteemed father, and with the hope that he may for many years enjoy the fruits of his industry, his distinguished abilities, and his benevolent labors, I am, etc."

From Hon. James M. Beck, Formerly Assistant Attorney General.

"Thanks for the invitation, and best wishes for a successful occasion."

From Hon. Thomas L. Hicks, Formerly Postmaster of Philadelphia, Pennsylvania.

"It will afford me much pleasure to be present. Let me extend the compliments of the season and best wishes for your health and happiness in the future."

From Hon. James S. Clarkson, Formerly First Assistant Postmaster General.

"I send to you, for this last great achievement in a life of great achievements, my cordial congratulations, and also my wish for a Happy New Year for you and your family. With pleasant memories of our past associations together, I am, etc."

From Hon. William R. Willcox, Formerly Postmaster of New York City, and Chairman of the Public Service Commission, New York.

"Please convey to Mr. John Wanamaker my regrets and the compliments of the season."

From Hon. William McCarroll, Public Service Commissioner, New York City.

"Your invitation is unusually suggestive and impressive. It seems to me that it not only marks an important epoch in the history of your business, but it is of interest and importance to a wide community. The establishment and conduct of your great enterprise have been an example of business methods on a scale and of a character which have made a standard and furnished a model of industry, enterprise and probity which have been recognized not only in the commercial life of the country, but by its people also, and indeed by a large part of the world, to whom the name of Wanamaker has become known."

"Not only this, but the business has reached out so widely that it has to a very large extent brought advantages and comforts to a multitude of homes, and in this respect it illustrates the modern conception of business, viz., that it must be conducted with a real regard for the interests of its customers on the basis of the most scrupulous honor in all of its relations. It is, therefore, right that to John Wanamaker should come—as it does—the crown of a successful business and a successful life."

From Hon. Michael J. Drummond, Commissioner of Public Charities, New York City.

"With best wishes for continued success."

From Hon. William McAdoo, Chief City Magistrate, New York City.

"Were I not holding court on the day in question, I would take great pleasure in testifying by my presence to the esteem in which I hold John Wanamaker. I wish him many happy New Years, etc."

From Hon. Charles B. Stover, President of the Department of Parks, New York City.

"As an old Pennsylvanian, I have ever been interested in the prosperity of your House, and I sincerely wish for its continuance and growth."

From Hon. George Cromwell, President of Borough of Richmond, New York City.

"I thank you for compliment of your invitation. Please present my respects to Mr. Wanamaker."

From Hon. Alfred E. Steers, President of the Borough of Brooklyn, New York City.

"Thanking you for the invitation and extending my heartiest congratulations on the completion of the new building, I am, etc."

From Hon. William A. Prendergast, Comptroller, Department of Finance, New York City.

"My cordial and best wishes and my congratulations to your distinguished father and guest."

From W. H. Porter, Treasurer of the Chamber of Commerce and Director of the Chemical National Bank, New York City.

"I hope the occasion will be memorable in the history of your great house and of the marvelous success achieved by your father and yourself, and it will, I know, be most enjoyable to all who are so fortunate as to be present. With warmest thanks for your kindness, and best wishes for your continued and ever-increasing growth and prosperity, I remain, etc."

From J. B. Martindale, President of the Chemical National Bank, New York City.

"Please express to your father my very best wishes for the New Year and my congratulations upon his wonderful success in every way."

From Francis Halpin, Cashier of the Chemical National Bank, New York City.

"Kindly convey my congratulations to Mr. Wanamaker on the successful completion of his building in Philadelphia, and my best wishes for the coming year."

From Walter E. Frew, President of the Corn Exchange Bank, New York City.

"Trusting that the new building and the New Year will bring large increased business to you, I am, etc."

From John C. VanCleaf, The National Park Bank, New York City.

"Permit me to congratulate you on the success already attained during the past fifty years, and to express the hope that the rounding out of the century will find your House far in advance of even your own expectations."

From John F. McKeon, The National Park Bank, New York City.

"Thanking you for the courtesy, and wishing your institution and its officers great success in the years to come, I am, etc."

From J. J. Alexander, President of the National Bank of Commerce, New York City.

"Your courteous remembrance is highly appreciated, and I would esteem it a favor if you will extend to Mr. John Wanamaker my heartiest congratulations and very best wishes."

From Henry A. Smith, Vice-President of the National Bank of Commerce, New York City.

"With the compliments of the season to Mr. John Wanamaker and your good self, and the hope that the New Year will hold a full measure of prosperity for you both, I am, dear sir, etc."

From James Graham Cannon, President of the Fourth National Bank, New York City.

"Please present my heartiest congratulations and best wishes to your father."

From Isaac N. Seligman, Banker, New York City.

"Will you kindly convey to your father my congratulations on the formal opening of his New House of Business, also my wishes for a happy and prosperous New Year? With regards to yourself, believe me, etc."

From Isaac V. Brokaw, Merchant, New York City.

"It would have been a great pleasure for me to be able to attend these ceremonies, as I have always admired your great business, and I should like to have paid my respects to you on the closing of your Jubilee Year. With my hearty wishes for your continued success, I am, etc."

From Frank Dale LaLanne, President of the National Board of Trade.

"I wish you all honor, happiness and many good years, with the greatest father in the world as your model."

From Henry Sidenberg, Merchant, New York City.

"It afforded me great pleasure to meet your esteemed father at the luncheon tendered him here a few weeks ago, and to congratulate him on the fiftieth anniversary of his business career. And I congratulate him again now, and wish him many years of good health and strength to continue the good work that he is so interested in."

From Edward B. Smith, Banker, Philadelphia.

"After all that has been said of the magnificence of your great enterprise, words of mine would seem superfluous; but I do desire to congratulate both your father and yourself, and to wish you both many happy and prosperous years to come."

From Effingham B. Morris, President of the Girard Trust Company, Philadelphia.

"Present to your father and accept for yourself my cordial congratulations and good wishes for the coming years."

From George Harrison Frazier, Banker, Philadelphia.

"I appreciate the invitation, and with best wishes for a happy and prosperous New Year, I am, etc."

From William F. Rolph, Philadelphia Manager of R. G. Dun & Co., Mercantile Agency.

"With thanks and wishing you the health, happiness and prosperity you so richly deserve, I am, etc."

From William P. Humes, President of the Bellefonte National Bank, Bellefonte, Pa.

"I have known your father for many years, and appreciated being present to witness this great testimonial in his honor. Please remember me most kindly to him. Wishing for you both a most Happy New Year, I am, etc."

From Mr. Ira McJunkin, Butler, Pa.

"I have always been a devoted admirer of the sterling character of the Honorable John Wanamaker, appreciating his worth and usefulness as a business man and a patriotic citizen."

From Hon. Henry C. Kelsey, Ex-Secretary of State of New Jersey, Vice-President of the Mechanics' National Bank, Trenton, New Jersey.

"Heaven's choicest blessings for thee and thine. I greatly appreciate the compliment of the invitation."

From William D'Olier, Banker, Burlington, New Jersey.

"I wish him continued happiness and I hope also that the celebration will be in every way pleasing to him. I have had the honor and pleasure of knowing him for a great many years and have observed his highly honorable, successful career with pleasure and pride."

From James B. Forgan, President of the First National Bank, Chicago.

"Mr. Forgan extends to Mr. Wanamaker and his associates best wishes not only for a successful function in connection with the opening of his New House of Business, but for a Prosperous and Bright New Year."

From A. F. Banks, President of the Elgin, Joliet and Eastern Railway Company, Chicago.

"With very kindest regards and wishing you a Merry Christmas and a Happy and Prosperous New Year, I am, etc."

From Melville E. Stone, General Manager of The Associated Press.

"Thanking you for your kind remembrance and wishing you all success, I am, etc."

From Arthur Brisbane, President of the New York Evening Journal Publishing Company.

"I congratulate you upon the constant growth and development of a wonderful undertaking."

From John Temple Graves, Editor of the New York American.

"My regards and congratulations to your father and to you."

From Bradford Merrill, Publisher of the New York American.

"Nothing would have given me more pleasure than to go to Philadelphia to the Breakfast in honor of Mr. Wanamaker, one of the great men of our times."

From Adolph S. Ochs, Editor of the New York Times.

"Please consider me present in spirit, for I heartily join in the felicitations of the occasion. Wishing you a Happy and Prosperous New Year, I am, etc."

From W. E. Lewis, Editor and Proprietor of the New York Morning Telegraph.

"Above all things, I should like to be present to do honor to your father and to shake hands with you again. With my best wishes for you and your father, and earnest regrets that I cannot be present, I am, etc."

From W. J. Pattison, Publisher of The Evening Post, New York.

"I wish to take this opportunity to extend to you my hearty congratulations on your very handsome new business home, and to

say that I hope that the success which the future may have in store for the House of John Wanamaker will fully merit the handsome and completely-equipped building which you are about to dedicate."

From Condé Hamlin, Publisher of the New York Tribune.

"Trusting that this ceremony will be as successful as the others which have marked your Jubilee Year commemoration, and thanking you for the honor of the invitation to be present, I am, etc."

From H. H. Kohlsaat, Editor of the Chicago Record-Herald.

"Please convey to your distinguished father my heartiest congratulations and say to him that I consider his best monument to be the daily pounding into his salespeople of the sound principle that honesty, courtesy and fair dealing mean more than marble and stone. With best wishes for continued prosperity, I am, etc."

From Louis M. Hammond, Business Manager of The Boston Evening Transcript.

"It would be a great treat and a pleasure to me to meet the founder of your great establishment. May I have the honor of sending him the best wishes of just a hard-working newspaper man?"

From Samuel Bowles, Editor of The Springfield Republican.

"Mr. Bowles hopes that the occupancy of the New House may be attended with continued and increasing prosperity for the establishment, indefinitely, through the coming years."

From W. C. Steigers, Manager of The St. Louis Post-Dispatch.

"With congratulations and best wishes for the New House of Business, I am, etc."

From W. E. Gardner, of The Post-Standard, Syracuse, N. Y.

"I hope that the tribute of the Dedication in honor of Mr. Wanamaker will prove in all ways worthy of his marvelous achievements."