

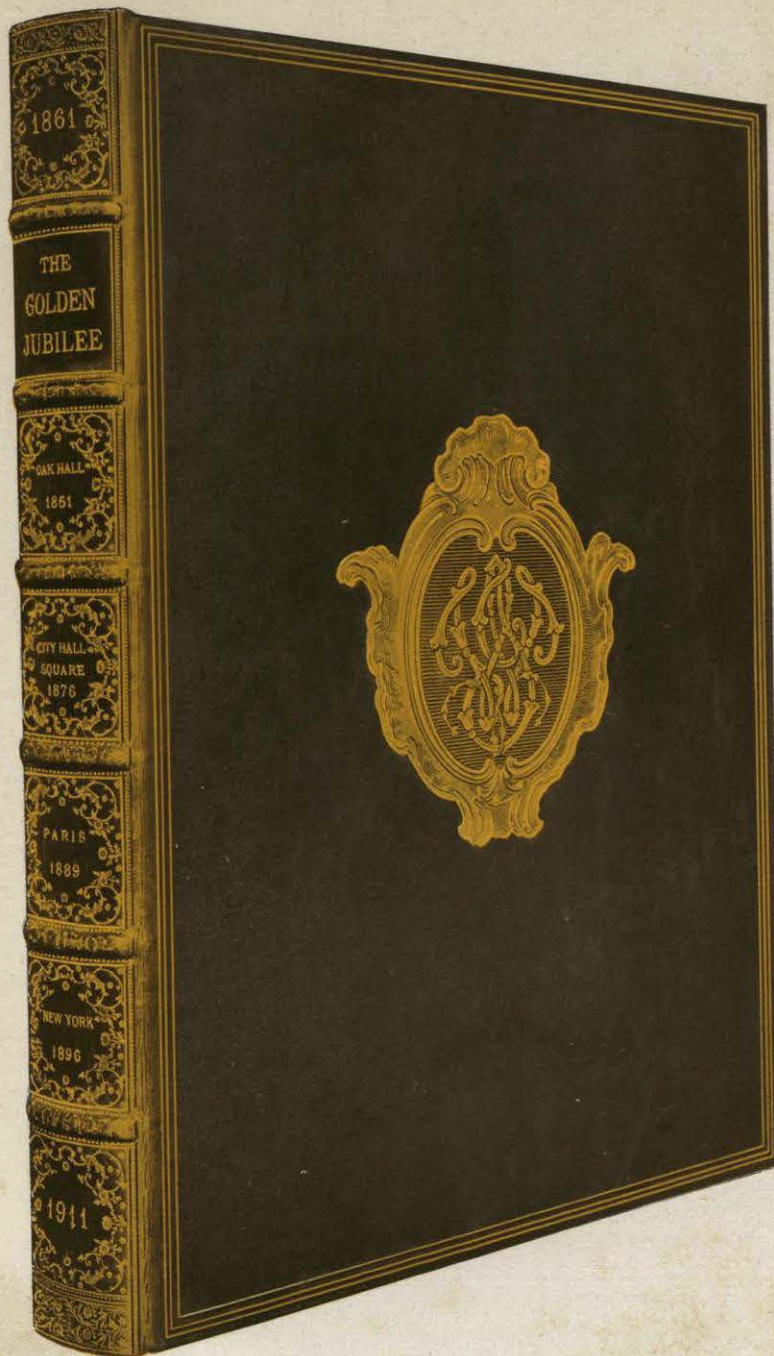
To  
Honorable John Wanamaker  
this book  
is  
respectfully offered  
by the  
Thousands of loyal Members  
of his  
business family  
to mark  
the  
Fiftieth Anniversary  
in the history of  
The John Wanamaker Stores

#### AN APPRECIATION

“To make men and women is an achievement even greater than to build up a business known around the world.

“In gratitude for the high example of courage, courtesy and principle, for the affectionate interest and the watchful care and sympathy which for half a century have marked your relations with your employees, we who have had the privilege of cooperating under your leadership for the realization of your ideals, subscribe our names in this Book of the Golden Jubilee to stand as an indelible record of our deep appreciation, our unswerving loyalty and wholehearted congratulations on the business-building, the store-building, and the man-building that you have so memorably accomplished.”

“Mr. Wanamaker, like the spider that spins its web out of its own body, you have woven the fabric of your own wonderful life out of your innate resources, building this great business and these great buildings out of your own innermost self. No inherited fortune or rich corporation



Golden Jubilee Book Presented to John Wanamaker  
by his Business Family on Jubilee Night

stood back of you. On many dark days you fought the fight single-handed.

"Yet you are here tonight, the center of all these glories, not elated with your work but humbled with the consciousness of what greater things are still to be done. Humility, when born of Power honorably gained and honestly used, is the mark of the master.

"Truly, this Jubilee Book says: '*To make men and women is an achievement even greater than to build up a great business.*'

"How little the world really knows what is in the inner recess of your thoughts if it thinks you have been working all these years only to rear in Philadelphia this building, wonderful as it is, or the great structures in New York, or to build the business that is by far the largest in each city, and which this October, notwithstanding general business conditions, has made, in both New York and Philadelphia, the greatest gains in its history.

"You, above all merchants, have realized that mind alone is immortal; that the mind back of matter, the capacity to do, is greater than the thing accomplished.

"The thousands of people you have many times seen early in the morning in New York as you went to your office—the multitudes crossing Broadway from East to West—from home to workshop—is the finished product of these people at the end of day all there is to work?

"The great buildings of our cities, the railroads and subways and river tunnels—marvels of the age—are they all there is to science and skill and hard labor?

"Why, one great cataclysm of Nature can raze them all to the ground in an instant, can send the waters coursing through the subways and tunnels—can blot out even the millions of people who use them—and would the race then go back to the barbaric stage when life was strife and trade was barter?

"No, because we have been building men and women. And these men and women have been

building themselves into a higher plane, each generation doing the world's work a little better.

"There are no lost arts of today. When man creates a thing, no matter what happens to that thing, whether it is sold or stolen or destroyed, he retains forever the capacity to create it again—still better and better.

"The world's knowledge today is the sum of all the wisdom of the ages. As the world moves on man moves on—always a little higher.

"In this evolution, Mr. Wanamaker, you have been privileged to play an important part. 'Let the world beware,' says Emerson, 'when the great God lets loose a thinker on this planet.'

"You are the thinker who has largely revolutionized the retail commerce of the world. And we have been fortunate in being associated with you.

"We have done what we could, but you have done more. You have builded not only yourself but you have builded us into heroic business men and women and faithful boys and girls.

"Out of our brains you have gathered our minds and developed them; out of our hearts you have gathered our love—building us all together into one composite sovereign power for good.

"You have made us see that work is the salvation of man—that labor is true worship—that rendering service to man is the best service to God.

"Perhaps the sweetest side of all this gathering, to you, Mr. Wanamaker, is that among your chiefs today are many who came as boys and girls, and who rose step by step, as you have risen, to the heights.

"Your own sons came here as young men, took off their coats, knocked open the boxes and studied the rudiments of the business, learning it as you learned it—by trying and toiling.

"Here are Mr. Stull and Mr. Brewer and Mr. Sidebottom and Mr. Williams and Mr. Bunting—all boys of long ago—and there is Mr. Lynn, the boy who grew up under your guidance in that corner of the old building, in the Transept, where

he carried rolls of silk under his arm from stock-room to counter until he learned how to sell, and then when your star rose in New York, went with you there to carry the banner, and now comes back here leading the New York delegation, cementing us once forever into one great family. May we never forget that the two stores are one; that all our interests are mutual; that we shall work together, hand in hand and heart with heart.

"And now, Mr. Wanamaker, on behalf of your great business family, now and forevermore one and indivisible, I hand you this Deed, and your Birthplace, and this Jubilee Book, forming the trinity of our Loyalty, our Honor and our Love that each one of us bears to you and to your dear son, Rodman, who so nobly and earnestly is helping you to carry the responsibilities that always come with great success and high honor.

\* \* \* \*

"In the autobiography of Benjamin Franklin, we read how his father often quoted to him that verse from Scriptures: 'Seest thou a man diligent in his calling, he shall stand before Kings.'

"You, too, sir, have stood in honor before King and Queen, and Emperor and President, but tonight you stand before a vastly greater power, you stand before the great uncovered pulsating Heart of your own people.

"When the Heart speaks the lips are dumb. We can say no more. But if your mind ever wavers or your foot ever falters we beg of you to remember that as the Roman Legions were to Cæsar and the Imperial Guard to Napoleon, so are we to you.

"*The Old Guard dies, but never surrenders.*'

\* \* \* \*

"Before you reply, Mr. Wanamaker, may I say these last few words to ourselves—let us say them together: We, too, will so work and live that when the evening of life comes to us, 'we also may be surrounded and respected by our fellow-citizens, who will listen with reverence to the recital of

our noble deeds, and we may proudly say, each one of us: "*I also was of that Grand Army.*" "

MR. WANAMAKER'S RESPONSE TO MR. APPEL, ACCEPTING THE GIFT OF THE STORE FAMILY.

"I don't expect you all to hear me, though I shall speak but a few words, because you have been on your feet so long and because I shall have an opportunity to speak with you in sections, where perhaps some of you at least will have an opportunity to sit.

"I am sure that you wouldn't advise me to try to reply to the gracious and beautiful words of one of your number who has spoken to me in your name. I wish I could sit down beside you—each of you, boys and girls, men and women—in a little circle where you could hear me easily, and quietly tell you how you have made me feel tonight with all this wonderful demonstration. Sometimes you think that I have heavy burdens, but you see tonight how easy some of my work is. I had nothing to do but to push back my chair at my office table, come down in an elevator, escorted by a committee, and here I am, listening to the sound of the nightingale who has been singing your song—the song you must have had in your hearts as you prepared this wonderful surprise for me. Why, I had nothing to do but to come down and have a brick house given to me and be complimented. I had to look around to see if your orator wasn't speaking to some other man.

"I am glad, though, always to be linked with you. I believe in you. I have reason to believe in you, when so many of you occupying high positions in the house were boys and girls here away back in the years. I think to come down stairs and look into your faces and recall so many of you is a sufficient reward. Your smiles, your congratulations, your happiness, are to me compensation for all the hard thinking, planning and carrying the flag which you in your goodness have reproduced in one form or another in a hundred

different ways in this beautiful ceremony celebrating our anniversary.

"I think no red rose I ever saw lasted so long. I think that no secret could have been as well hidden or better kept. I think that that red rose is full of the blood of human hearts and it has been poured out in the life of the night that we shall never forget. How can I thank you? To live with you and work with you, as we do live and work, meeting in the same house—I sometimes think we sleep in this house, at least when I walk through the store and some of you don't notice. We sleep on our feet, yet in your hearts I am sure that there is always a red rose of comfort to me.

"And now, I think that the light that has been poured out from this chandelier, where it has been stored for all this time, will light up better than these electric globes, not only this Grand Court over which the eagle reigns, but the whole building, not for tonight alone, but for an inspiration for the days to come. If it is true that one country boy could have the privilege and the opportunity to do all these things that have been spoken of here tonight, why not another boy? I should hope that gathered around me tonight there are hundreds that are going to rise high because they are large in character and mighty to do the things in the world.

"But I must not keep you. I want to thank you, every one, because every one of you, with your own hand, has done a gracious thing in writing your name in the book—nearly 13,000 of you. I thank you with a kind of thankfulness that you can't know unless somebody brings a great long train loaded with jewels and says to you that they are yours! These names, including the names of the good people from New York, I very greatly appreciate. It is one store, though a hundred miles apart, and you men and women carry the spirit that unites us and makes our work equal to our opportunity. It seems strange that you didn't know we had a 'Lynn' Haven over in that corner all this time, and a fine one.

I am so glad that Mrs. Stowell came along, because of the beautiful work she is doing in impressing her own life on the young people growing up there. How many good things you are doing! How can I thank you for this one, showing to me the place I have in your hearts!

"It is a very interesting thing that a journey should be made from Paris to represent our office there and another journey from London, representing our office there, coming on the *Mauretania* night before last and going back soon, come just to hear you and see you and to get new life for the work that is going on on the other side of the world.

"I have something else to say. I want to say to you how much I feel the kindly thought of searching out the little old farm where a small house existed years ago and thinking that I would like to have it. I am glad it wasn't a great mansion, like Mr. Cooke's at Ogontz, because it would have cost you so much you couldn't have all had a part in it. I am told that you have made this property so valuable that I don't know what the Tax Office will do when they come to assess it—I think it might give me serious trouble if they were to put as much value on it as I do! It is a very little house that covers the place, but it was a very little place in which I was born and I was a very little person and didn't need a large house. It was a part of the old farm of some of my mother's kindred—the Deshong family. Part of it was the United States Arsenal, which I think my people gave to the Government, if I have the history of it right. You didn't know that.

"Well now, I have something to say about that. To have you interested in getting it makes me anxious to have you interested in what shall come of it. You must follow with your interest. I want to say to you that there is no such thing as expressing my gratitude to you. I want you to take just that single word. Though your secret was kept until a few hours ago, I can't see how you did it, with so many girls in it!

"I have decided to put the property you have

presented to me in trust to three trustees to represent you and me and I have selected as Trustees, Warren Snyder, of the Book Department; De Forest L. Bachman, of the Silver and Jewelry Department, and Rodman Barker, of our Accounting Office upstairs, who shall hold the property on which to begin a children's hospital, to be called the Robert C. Ogden Children's Hospital. That is the first he knows about that, and I can keep a secret, too.

"And in this connection—it is a great deal longer than I expected it should be—in this connection, I want to state that I have today conveyed to George W. Stull, Franklin N. Brewer, Allen G. Cressman, George A. Hause and Frederick Rebmann, a farm of 225 acres, situated within an hour's ride of Philadelphia, with streams and springs, a very healthy place, and on it a good stone house, which can be enlarged, to be known as the Howard S. Jones Residence House, for a permanent home for life of such of our aged persons elected from the retired roll, whose families or friends may have left them alone in the world.

"So you see, two can play at your game, and I hope you will be interested.

"Mr. Ogden was one of the first of the hard workers in the old Grand Depot, and Howard S. Jones—well, I wish one of you would grow up like him. I have a good Secretary, who is growing, but it seems to me that after forty years with that beautiful Christian man, who grew, I think, from a \$6 place to be one of our best and most conscientious workmen, it seems to me that you might say, I am going to be a Robert C. Ogden, or I am going to be, with God's help, a Howard S. Jones.

"God bless you, every one."

At the close of Mr. Wanamaker's speech, a cadet stepped to his side, saluted, and handed him a telegram just received. It read:

"CHICAGO, ILL., Oct. 28, 1911.

"HON. JOHN WANAMAKER,

"Philadelphia.

"I congratulate you on your completion of fifty useful and successful years in American commerce and on the further fact that you have found time during your business career to play an important and conspicuous part in our public affairs.

"WILLIAM H. TAFT."

The cheering at this time was almost uninterrupted, beginning during Mr. Wanamaker's speech, doubling and redoubling in fervor as he made known his plans for the use of his gift, and echoing to the vast dome as the words of President Taft's telegram were heard.

Mr. Wanamaker then presented three flags, significant of the occasion—the new Store Flag, the J. W. C. I. Flag, and the University Flag.

The first of these was presented to Mr. George W. Stull, the oldest employé of the Wanamaker Store, who received it on behalf of all the employés. It showed a star, a square, and a sheep, on a crest, and bore the motto which Mr. Wanamaker had announced a few weeks before as the Store slogan for 1912—"Heroic and Faithful Business Endeavor—1912." Presenting the flag to Mr. Stull, Mr. Wanamaker said:

"This Golden Jubilee Flag is presented tonight to our Store family through you, Mr. George W. Stull, the oldest employé now in active service, as a memorial of the early days of 1861, to which it dates back. The Star stands for the brightness of our hope. The Square indicates the method of dealing true and fair; we have been for the square deal for fifty years. And the Sheep represents the fact that from the beginning we advocated and adhered to all-wool fabrics for clothing. 'All wool' was our war cry. This flag is to remind you of the good old principles which laid our foundations."



Colors of the "New House of Business"

The second flag, bearing fifty white stars on a blue ground, was presented to the John Wanamaker Commercial Institute, and received by Major Scott for this organization. In presenting it, Mr. Wanamaker said:

"If President Taft had been in Washington, I believe he would have come here tonight upon our invitation, to present to the Honorable Members of our Cadet Corps, through you, Major Scott, their commander, this noble flag. It would have encouraged him to admit two more States so as to put fifty stars upon the American flag.

"The country must live up to the boys and their flags of enterprise and duty, and the boys must live up to their country's flag and to every organization that promotes patriotism and honorable endeavor. I hope each section of the House will copy the 1912 legend and place it where it will be in sight every day.

"Let us cultivate a Store Patriotism that will make us all consider it an honor to march under the flag of Heroic and Faithful Endeavor."

Presenting the colors of the American University of Trade and Applied Commerce to Mr. Franklin N. Brewer, Mr. Wanamaker said:

"This is the first flag of the American University of Trade and Applied Commerce, established here by students of the store fifteen years ago, and chartered just two years ago. Its most faithful supporter and worker is Franklin N. Brewer, who receives this splendid flag on behalf of the institution.

"Tennyson writes of Britain, saying it is a country of 'one flag, one fleet and one throne.' We write here and now that America is the country of the Old Glory flag, one President and no throne.

"On Queen Victoria's birthday, in 1899, in Canada, twelve years ago, there was adopted an Empire Day, which is celebrated by an observance one day in the year. The standard their men

are holding aloft, and to which they train their youth, bears a watchword of four words, 'Responsibility, Sympathy, Duty, Self-Sacrifice.'

"We raise our flag tonight with the same watchword, for we be brothers all the world over to men striving for education and advancement."

"Stars and Stripes" by chorus, organ and band—and "The Thunderer," by the J. W. C. I. Bugle Corps and Band and the New York Seventh Regiment Band—brought the Grand Court exercises to a close, the various divisions of the pageant dispersing to the four places in the Store where Mr. Wanamaker was to speak to them severally.

In Egyptian Hall were gathered all his personal guests, the heads of departments, the salespeople belonging to Division Number One, the New York delegation, the Advertising and "Book News Monthly" Staffs, and the Interior Decorators. To these he addressed a part of his main Jubilee Message, intended for all his people, asking "leave to print" its full text. This Message will be found on pages 144-149.

In particular Mr. Wanamaker here addressed the journalists present, as follows:

"Gentlemen of the Press, I do not understand why you have so honored me, with the whole of your Saturday afternoon holiday, except to hear me say that I joined your craft when I was 18 years old, and published a small paper called *Everybody's Journal*, but I entered the newspaper life again as an advertiser and have kept steadily in the ranks of those who do literary work for nothing and pay large money to the newspapers to keep their presses going to carry to the public my store statements.

"But the Columbus monument I am to have, if I ever have any, will be for discovering that the only newspaper advertising (unless you own the paper and it costs nothing to fill up space) is in the daily newspaper of known circulation. All others

are vanity and vexation of spirit. To have learned this fact has greatly helped my enterprises, though often there has been serious discomfort in saying so publicly and in breaking away from posters, leaflets and weeklies.

"Like President Taft, my present term expires and I am seeking reelection to another, to serve at least for life. Assuredly it is my last term, and I shall be free, without fear of criticism, to regulate business without reference to the Sherman Act or the Supreme Court. In fact, I am half inclined, like other statesmen, to be the Legislature as well as the executive end, and also to be the Supreme Court myself. I shall preserve proper gridiron relations with foreign nations.

"I am for reciprocity, and, from long experience and expensive schooling, I fully understand the revising of the tariff, and I believe it to be to the interest of American consumers to readjust the tariff in many particulars, and for the benefit of manufacturers to do it downward, to increase employments by larger sales of goods at lower prices.

"I am in favor of the Parcel Post for the ninety millions of people in the entire United States, even if the act establishing it should exclude the storekeepers in five hundred of the largest cities of the United States, ourselves among them, whose annual sales exceed five millions. Why should ninety million people lose daily benefits because five hundred storekeepers, or even one million storekeepers, are against it? Yet I firmly believe that the adoption of the Parcel Post, which I fought for nearly twenty years ago, will, when in operation, benefit the storekeepers, compelling them to meet new conditions, make better stores and be sources of supply to the various sections in which they live.

"May I add a few words about business conditions?

"The Bible did not make the devil—the Bible simply interpreted the devil.

"The Sherman Act against trusts came along because trusts existed and were multiplying.



"Our busy, unsuspecting people were not aware of the growing power of monopolistic corporations, until the continual advance in the cost of living, raiment and all building improvements awakened the people during Mr. Roosevelt's term, and he rallied them around him by his outspoken views as their deliverer from oppressions, deceits and dishonesties. President Roosevelt practically initiated proceedings against certain trusts that restrained trade, controlled productions and held prices in some instances for enormous dividends. A day had to come when the people all over the United States would get behind their Senators and Congressmen, Judges, writers and the newspaper world generally and demand relief. That day had to come or the result would have been anarchy. That day of relief has arrived. It has come with firm steps, but kindly, with the reasonableness and justice of our greatest lawyer President and the moderation and wisdom of the Supreme Court.

"Now, with a little patience, time and fairness, all the great trusts will conform to laws on the Statute Book as understood and interpreted by the highest tribunal of the Government of the United States.

"I do not believe that Mr. Morgan, Mr. Frick or Judge Gary will care to defend any organization which by inadvertence expresses in its organization anything contrary to their own lifelong characters of uprightness. After all, organizations at top and bottom and centers are men.

"It is written, 'As a man thinketh, so is he,' and so are his companies and businesses.

"I am sure the day is at hand when any man or set of men doing business contrary to existing statutes, will, when such is proved to them, without animosity or unnecessary haste or needless expense, set their houses in proper order. For this reason I believe we are on the eve of a new era—on the eve of a better, safer, steadier, more prosperous business decade.

"America can square itself to war when it has to be, and yet more easily to permanent peace.

So it can and will square itself in the regulation of tariffs, trusts and stock markets.

"The highest glory of this century will be America's when the world recognizes that her people have become reverent and obedient to laws and have demanded and secured the prompt execution of every law on the Statute Book, so that equal justice may be done to the poor and to the rich without delay or favor."

Mr. Wanamaker spoke to the Cadets, Cash Boys, Inspectors and Tea Room employés, and all the people of Division No. 2, in the Tea Room.

"I am glad to meet those of you in the ranks of the younger life of this establishment. There is something very beautiful in the sight on Memorial Day, when the various Posts of the Grand Army of the Republic march through our streets. In the front ranks, and very appropriately there, march the veterans of many battles, who have won distinction and renown in fighting for their country. Then immediately following come the Sons of Veterans, who are to take the place of the fathers who have so nobly fulfilled their destiny.

"In this great business there are veterans and sons of veterans. I am so glad that in many instances the sons are following in their fathers' footsteps, and that the traditions of this Store for faithful service and honest dealings will be handed down from father to son, from the head of the business to its most humble worker.

"Faithfulness, loyalty and thoroughness are three words which we can all understand, and understanding them practice them from the greatest unto the least.

"It is true that the exterior of this great building may remain practically unchanged for a century or more, but if this Store is to fulfill its highest destiny it must always be changing in the conduct of the business. The trumpet call that rings out each morning as the doors are opened

is 'Onward and Upward.' Every day should see an advance all along the line.

"Once to every man and nation  
Comes the moment to decide,  
In the strife of faith with falsehood,  
For the good or evil side."

In the Carpet Store Mr. Wanamaker made the following speech to the Mechanical Corps and all of the employés of the Delivery, Housekeeping, Stables and Factories, and the Night Watch; also all the people of Division No. 3:

"I must thank the Women's League for their splendid letter today signed by Mrs. Engle, Miss Hall and Miss Jackson, and also thank their officers for the golden pyramid of fifty huge chrysanthemums, so large that it would seem there were 500 of them.

"The founder of this business has frequently been pictured in magazines and other publications as delivering packages at the home of customers in a wheelbarrow way back in the 60s. If necessary, I would deliver my packages in a wheelbarrow or an express wagon, only I would get them there. But today the swift and silent automobile delivery wagons deliver the goods quickly to our customers' doors. The contrast between the wheelbarrow and the automobile is no greater than the contrast in the ways of doing business in 1861 and in 1911. The contrasts in the next twenty-five or fifty years will be even greater, and the man who sticks to his wheelbarrow instead of using the automobile of improved and better methods will make about the same progress in comparison as would a wheelbarrow and an automobile in coming out Market Street.

"There is one thing I want to say to you, and it is applicable to the men as well as to the women. Have you ever noticed how quietly and gently the Sisters of the Catholic Church talk when they are conversing with you? Many of them come to the Store and are our customers,

and how beautiful is their speech and manner. I am sure they must have been trained and instructed to speak quietly and gently, and for this reason their manner is soothing, and yet loses none of its force and dignity. Let us cultivate quietness and gentleness of speech in dealing with our customers. Don't be like the old steamboat on the Mississippi that had to stop every time it blew its whistle because it made so much noise it used up all the steam it had!"

In Egyptian Hall Mr. Wanamaker addressed the Bookkeeping, Audit, Accounts, Mail Order, Correspondence, Counting Room, Cashiers, Management, Aisle Managers, Guides, Invoice, Statistical, Stenographers, Telephone employés, and all of the people of Division No. 4.

"Dear me, what a splendid thing it would be if the young men would throw themselves into the enjoyment of their business careers with the same enthusiasm that they enter and train for athletic contests. I have not a word to say against athletics and manly sports of all kinds, if you don't overdo it, but I read and hear of young men who train for running contests and Marathons and other games who consider no hardship too severe, if it but aid them to get in condition to win the prize. How much more important it is to each one of you that you win the prize in the business in which you earn your livelihood, when your whole future depends upon the efforts that you put forth!

"During the last week or two, according to the newspapers, two baseball teams representing New York and Philadelphia have been struggling for the world's championship. You may have heard something about it. I do not play baseball, but there are some things about the game that appeal to me. I am told that there is nothing done on a more scientific scale than the way the leading ball teams play the game. Every inch of the ground is studied and covered. Every man

knows exactly what to do under the constantly changing conditions. Every weakness is studied and every element of strength provided against the opposing side. One of the least important rules is that every player must keep himself in perfect physical condition. I say least important, because nothing else is expected or tolerated. There is little lost motion, because the players study to achieve results without expending unnecessary energy, every ounce of which is needed as the game proceeds. The players work together—there must be perfect team work, and yet every man stands on his own merits.

“Why don’t you young men study to do your work in the same scientific and efficient manner, in order to get the greatest results for the house and for yourselves? The complaints that we receive—our error column—what a number there are! Yet ball teams, many of them, can go through a whole game without one man making an error. Why can’t we do the same thing? We could if we would put our minds and our bodies right down to it.

“The hits represent the number of sales you make. Sometimes it is only a little hit, and other times it is a home run, like that made by Mr. Baker, the Quaker, but remember, every hit counts.

“The amount of your sales—this might represent the final score. Be sure it is a clean score.

“The man who tries to spike another man in the business should be put out.

“Play the game cleanly and squarely, and let me tell you that if you will get yourselves to look at it in the right way, there is no comparison between the game of baseball and the world-wide game of business, in which the rewards are infinitely greater to yourselves.

“Philadelphia more than upheld her supremacy in the series that has just ended. And I am still looking for the Philadelphia Store to uphold her old-time supremacy in the contest which is being waged between this Store and the Store in New

York for the world’s championship in the commercial world.

“Like the star  
That shines afar,  
Without haste  
And without rest,  
Let each man wheel with steady sway  
Round the task that rules the day,  
And do his best!”

In Egyptian Hall an amusing incident was the presentation of a woolly white lamb to Mr. Wanamaker after his talk to the newspaper men in recognition of the Store’s principle of “all-wool.”

“The New Store Mascot” was brought on the stage and handed over to Mr. Wanamaker himself—active and bleating, yet not at all unhappy as he played around his new owner at the end of a ribbon leash.

Mr. Appel made the presentation in the following words:

“Only a few days ago, Mr. Wanamaker, you told me in your private office that your first business card at Sixth and Market contained this sentence:

“‘Nothing will be sold that is not all-wool.’

“On the day your business opened, in 1861, a friend came into your store and saw this card lying on your desk. He read it and then remarked: ‘Why, you don’t mean that.’

“You replied, ‘Yes, that is exactly what I mean.’

“Your friend insisted, ‘No, you surely don’t mean that,’ and then you told me how you read the sentence again, thinking perhaps you had made a mistake in grammar—and that your friend said, ‘You can never stick to all-wool.’

“Then and there you replied, ‘I WILL stick to all-wool’—and, although it was a hard fight during the war when wool went higher and higher, you did stick to all-wool—you have stuck to all-wool—and I believe you will always stick to all-wool in your men’s clothing.

"The sheep is, perhaps, of greater service to mankind than any other animal. It is to us what the buffalo was to the North American Indian, and what the reindeer is to the Laplander. Its wool is made into clothing, its skin is used for gloves and for other purposes. There are few persons, indeed, who are not clothed with a portion of the sheep and almost every part of its body is used for food.

"As man's best friend, and as your best friend in your business, Mr. Wanamaker, we present to you now the original and genuine undyed and unadulterated guaranteed all-wool—the live sheep itself—as the New Store Mascot."

With the delivery of the various shorter Jubilee speeches to the employés, the formal program came to an end, and the rest of the evening was spent in dancing, singing and visiting.

An interesting feature of the evening was the finely presented sketch, "Lantern Lights in the Career of the Honorable John Wanamaker," by Dr. Joseph K. Dixon, delivered in Egyptian Hall and illustrated with stereopticon views, a list of which is found on pages ———.

#### **MR. WANAMAKER'S JUBILEE MESSAGE.**

*(Delivered in Egyptian Hall.)*

"This night, and your generous salutations, are a happy reward for all the anxieties, cares and labors of fifty years.

"There are few persons here tonight who were alive fifty years ago. Only a small number of our company were here in 1876, thirty-five years ago, when we unbolted the doors on Market and Thirteenth and Juniper Streets of the Grand Depot that first morning on the eve of the Centennial.

"In 1861, when we began this business seven squares east of this spot, the largest retail dry goods store on Market Street was not larger than one-half of my present offices are on the Seventh Floor of this building. The area of the principal

store was not more than 2,400 square feet. The area of this store when it began in 1875, was 96,750 square feet, and soon after it covered the present block, 120,000 square feet. There were no railroads within the city proper. In 1854 the freight sheds of the Pennsylvania Railroad were erected here, and so occupied until 1874. The fifty dead years just past were once full of life. They gave us trolley cars, electric lights, bicycles, automobiles, telephones, phonographs, aeroplanes, the wireless telegraph.

"What would the Rip Van Winkles of Sleepy Hollow say if, after fifty years' sleep in the age of steam, they woke up in the age of electricity?

"The new age began really with the Centennial. There were in the 1876 Exhibition two electric exhibits.

"The electric exhibits now going on upon our eighth floor surpass the Centennial exhibits. Edison's incandescent lamps were shown three years later.

"Alexander Graham Bell patented the telephone in 1876. At the same time the rear driving safety bicycle came along.

"In 1877 Edison launched his phonograph.

"In 1879 the first working electric railway of full size was constructed.

"The general development of the automobile began in 1884.

"In 1894 Edison brought out the kinetoscope.

"In 1896 Marconi produced the first wireless telegraph effective at long distances.

"In 1896 New York, by annexing to Philadelphia the famous A. T. Stewart foundations, gave us the sum total of 77 acres of salesrooms.

"The conquest of the air dates back only three or four years.

"Franklin first discovered the electric currents that now light our streets, run our street cars and our delivery wagons.

"Today men talk across continents and drive vehicles in the air; and the dead continue to talk and sing to us in living tones, their voices having