

been stored up in the phonograph in their lifetimes.

"Was there ever before another half century that did so much for the world as this one from 1861 to 1911?"

"We may be pardoned for localizing on this occasion the part this business has had in the glory of the half century's achievements.

"We made a new system of mercantile business that changed and moved up the standards throughout America, and which is slowly Americanizing England, Germany and the old world.

"It was here in the Grand Depot that the first electric light was introduced to light an entire store.

"It was on this ground that pneumatic tubes were first put into use in any commercial building as carriers of cash, and our chief was the first to introduce them into the Postal Service.

"The first passenger automobile was imported here from France and the Fairmount Park Commissioners refused permission for it to have a trial trip in Fairmount Park.

"The old sheds where mules were the motive power in drawing freight cars are displaced, and here tonight we stand together in the first retail commercial house in the world, with 45 acres of floor space all in use in transaction of our daily work. It is the first mercantile house constructed with smokeproof brick walls, stone steps, iron staircases and concrete-floored fire towers from roof to basement. On every floor these four towers are approachable in two minutes from any direction, giving safe exit to the public and to the people employed.

"It may be fairly believed that any city in the world would consider it a great gift to have a building like this. It is a building that can never grow old or out of fashion. Its simple straight lines and majestic columns are classic and the eye never tires in resting upon them.

"Many cultured citizens visiting from other cities have said that there is educational power in studying and living in such a building. Its

tremendous strength, convenient equipments, sanitary and ventilating appliances—the boilers and electrical machinery being located in a special power-house on Ludlow Street—and a thoroughly fire-proof construction throughout as perfect as attainable, all these remove danger of fire and explosion.

"But I must ask you if you are satisfied to realize a dream and content yourself by sitting down in it. A gentleman said a week ago, in passing through the building: 'It must have made a large hole in the ground up there in Maine to get all the granite out of the quarry.' It surely did that—and a large hole, too, it has made in the years of our lives, as well as in the using up of much of the earnings and savings of a lifetime.

"The old days of conscientious and careful construction were good days. They will never come again, and it is well, for they would get in the way of the new days, whose duty it is to turn to good account what we have made ready.

"Charles Dickens said if you had the abilities of all the great men, past and present, you would not do well without sincerely meaning and setting about it.

"My old friend, Phillips Brooks, once said—'Mean to be something—with all your might.'

"We are here from this time on in an amphitheatre with a world of spectators looking on to watch our performances of duty, and we shall need to keep our tools in constant repair to do the best work.

"It is not our neighbor's business we need to think of. We must look to ourselves and make good. I myself—your leader for the time—must make good, and you yourselves—at whatever cost—must make good on the day and on the hour and in the place you hold.

"As I grow older it becomes clearer to me that the difference between men who accomplish things and those who fail to accomplish things is in correct thinking, energy and invincible determination.

"A single aim and a strong spirit, undistracted

and untiring, seldom fall short of the goal. Work is the master key to all the doors and opportunities.

"The man who never quits until the work is done inevitably writes his name on the roll of winners.

"More than ever this business organization becomes from tonight a different kind of industrial society as well as a great workshop and educational institution.

"The mission of the past with fifty years of experience, and this golden setting in our present environment, create a double mission for the future.

"To 'Keep a Shop' on the new lines possible to us now is an honor, and will call out new honors for our craft when and wherever justly due. To be undistinguished with certain victories already in sight is to also register ourselves undersized in brain and purpose. It is no child's game. It calls for the most heroic effort. The world glorifies the man willing to die on the battlefield for the honor of his country. There is also a place of high honor for the man willing to give or lose his life on the business or professional battlefield, far beyond the monetary returns—he can gain the prize of a true soldier who fought always on the battlefield of principle.

"Whatever we did well before tonight we must do twice as well if possible in the future.

"Stand upright, speak thy thought, declare
The truth thou hast that all may share:
Be bold, proclaim it everywhere,
They only live who dare."

"What can we do?" I think you must be saying to me. Well, I will begin with myself.

"To teach others I can only do it well by teaching myself, and you in turn must communicate to those associated with you whatever I am able to impart to you.

"Not one of us can fairly graduate as yet from the School of the Undeveloped.

"Do not expect anyone to ferry you over any rough river without pulling an oar yourself.

"The times are propitious for our new start. Whoever is pessimistic these days is a traitor to his country. The great Trusts that have been operated contrary to the Sherman Act are wisely reorganizing and showing their respect and obedience to law as well as their faith in the future for business.

"The markets for cotton and wool and all raw materials are lowering the costs of goods. Cotton that one year ago sold for sixteen cents is selling at nine and a fraction. Farm products in bulk are lower, though not much lower, to the individual buyer. A reduction to the consumer of things to live upon is in the near future, or it is likely that the troubles that France and Germany are having will be duplicated in America.

"Monopoly in livables is a crime that America will not allow to be kept in cold storage.

"America was never healthier and sounder financially or commercially than she is today.

"Business generally is, I believe, on a sound and safe basis, and employments are ample for competent workpeople.

"It is possible for all people in business to now make a high-water mark, and especially for our store, so much better housed and merchandized—and 'Ready, Aye, Ready!'

"All neglect of our opportunities and all obstructions to the constituted authorities breed factions and weaken and warp the effective systems and plans to operate the business.

"Keep good faith and do justice with each other and the public to the uttermost degree.

"Be constantly awake to improve the stocks and the service, and thoroughly gain and hold the confidence of the people.

"Remember that it is folly to look for favors from the public without giving full equivalent—and more than that rather than less.

"Are you in earnest? Seize this very minute
What you can do or dream you can begin it.
Boldness has genius, power and magic in it.
Only engage and then the mind grows heated.
Begin and then the work will be completed."

PERSONAL GUESTS

FROM NEW YORK

ROBERT C. OGDEN
 HERMAN RIDDER EDWIN D. DEWITT
 BERNARD A. RIDDER *New York Herald*
Staats Zeitung FRANK McLAUGHLIN
 THOMAS J. CRAFTS EDWARD G. RIGGS
 STEPHEN C. BERGER *The New York Sun*
The New York World EDWARD P. CALL
 JOHN TEMPLE GRAVES *The New York Times*
The New York American J. G. PINKHAM
 J. C. DAYTON MARTIN READDY
The New York Journal *The New York Tribune*
 HENRY L. STODDARD J. C. GARRISON
 WILLIAM C. FREEMAN *The New York Press*
New York Evening Mail E. A. WESTFALL
 WILLIAM J. PATTISON *The New York Globe*
 L. M. BURR
New York Evening Post
 MELVILLE E. STONE, *Associated Press*
 J. WALTER THOMPSON FRANK G. SMITH
 JAMES O'FLAHERTY

FROM BROOKLYN

R. F. R. HUNTSMAN R. C. ELLSWORTH
Brooklyn Standard Union DANIEL DALY
Brooklyn Times
 HERBERT F. GUNNISON
 W. H. INGRAM
Brooklyn Eagle

FROM NEWARK

C. P. DODD *Newark News*

FROM PHILADELPHIA

E. A. VAN VALKENBURG GEORGE F. GOLDSMITH
 HUGH B. SUTHERLAND *The Ledger*
The North American JOSEPH M. ROGERS
 JOHN T. WINDRIM L. M. SILANCE
 GEO. A. WAITE *The Inquirer*
Telegraph J. B. TOWNSEND
 WM. SIMPSON *The Bulletin* DR. TALCOTT WILLIAMS
The Press
 M. F. HANSON WILLIAM A. CONNER
 JOHN P. DWYER *The Record* *Associated Press*

THE GOLDEN JUBILEE PAGEANT.

- Escort, Store Guards.
1. WILLIAM PENN—INDIAN CHIEF—UNCLE SAM.
 2. Chief Marshal, George W. Stull, and Aides.
 3. Fellowship Club of Philadelphia.
 4. Seventh Regiment Band of New York.
 5. Representative delegation from the John Wanamaker Store, New York.
 6. Representatives of John Wanamaker from Paris and London.
 7. John Wanamaker Commercial Institute—
 - (a) Military Band.
 - (b) Detachment Co. A. (J. W. C. I.), Second Regiment N. G. P.
 - (c) First Cadet Battalion.
 - (d) Senior Bugle and Drum Corps.
 - (e) Second Cadet Battalion.
 - (f) Junior Bugle and Drum Corps.
 - (g) Third Cadet Battalion.
 - (h) Faculty J. W. C. I.
 - (j) Girls' Bugle and Drum Corps.
 - (k) Girls' Battalion.
 - (l) Junior Boys' Battalion.
 8. Medical Staff and Hospital Corps. *Dr. Chas. B. Worden, Marshal*
 9. The Elevators.....*Saml. F. Edmiston, Marshal*
 10. The Dairy, Employés' Lunch, Kitchen...*Geo. W. Cecil, Marshal*
 11. The Tea Room and Kitchen.....*C. J. McGrath, Marshal*
 12. GEORGE WASHINGTON—STEPHEN GIRARD.
 13. Silks and Velvets.....*Mr. John J. O'Sullivan, Marshal*
 14. Fine and Commercial Stationery, Engraving and Printing, Jewelry, Silverware, French Jewelry and Jewelry Factory, *Mr. De F. L. Bachman, Marshal*
 15. Dress Goods, Muslins, Linings.....*Mr. Josiah Bunting, Marshal*
 16. ENGLAND.
 17. Men's Furnishings, Sporting Goods, London Shop, and Shirt Factory*Mr. John W. Barnes, Marshal*
 18. GERMAN SINGERS.
 19. Pictures and Picture Framing...*Mr. Charles Scheibal, Marshal*
 20. ITALY.
 21. Notions, Braids, Trimmings and Hair Goods, *Mr. Wm. H. Geary, Marshal*
 22. SCOTLAND AND IRELAND.
 23. Linens and Handkerchiefs.....*Mr. Robert C. Cope, Marshal*
 24. Laces, White Goods and Workroom, *Mr. Daniel H. Paret, Marshal*
 25. Bureau Interior Decorations, Upholstery and Upholstery Factory*Mr. George Carter, Marshal*

- 26. Shirtwaists, Ladies' Muslin Underwear, Dressing Sacques and Wrappers, Aprons, Nurses' Uniforms, Colored Skirts,
Mr. Allen G. Cressman, Marshal
- 27. Women's Coats, Women's Suits, Women's Skirts and Factory,
Miss Mary J. Walls, Marshal
- 28. ITALIAN SINGERS.
- 29. Men's Hats*Mr. John Lahey, Marshal*
- 30. Hosiery and Underwear.....*Mr. Otto Gaiser, Marshal*
- 31. Men's, Women's and Children's Shoes and Shoe Factory,
Mr. Andrew C. McGowin, Marshal
- 32. SCOTTISH BAND (Bagpipers and Drummers).
- 33. Men's Clothing, Boys' Clothing, Men's Made-to-Order Clothing and Busheling Room.....*Mr. Wm. J. Johnston, Marshal*
- 34. Furs and Workroom.....*Miss Mary M. White, Marshal*
- 35. Leather Goods.....*Mr. Frederick Nichols, Marshal*
- 36. FRANCE.
- 37. French Millinery and Workrooms.....*Miss Rose Coll, Marshal*
- 38. Infants' Goods*Miss May McCormack, Marshal*
- 39. GERMANY.
- 40. Toys*Mr. Jacob T. Doll, Marshal*
- 41. TURKEY AND EAST INDIA.
- 42. Carpets, Domestic and Oriental Rugs and Carpet Factory,
Mr. A. W. Gilliss, Marshal
- 43. JAPAN.
- 44. Japanese Goods, China, Cut Glass and Lamps,
Mr. Robert Glenn and Mr. George Tobler, Marshals
- 45. Fancy Goods and Workroom....*Miss Emilie Toussaint, Marshal*
- 46. House Furnishings, Hardware and Factory,
Mr. George A. Hause, Marshal
- 47. Candy, Soda Fountain and Candy Factory,
Miss Mary A. Boyce, Marshal
- 48. Furniture, Office Furniture and Furniture Factory,
Mr. William Young, Marshal
- 49. Ribbons, Neckwear and Veilings,
Mr. Wm. Campbell, Jr., Marshal
- 50. Gloves*Mr. William Tompkins, Marshal*
- 51. Perfumes and Toilet Articles.....*Mr. Thomas Haig, Marshal*
- 52. Dressmaking and Workroom.....*Mr. Harry L. Peak, Marshal*
- 53. Umbrellas, Parasols and Canes...*Miss Frances O'Brien, Marshal*
- 54. Corsets and Fitting Rooms.....*Miss K. C. Boyle, Marshal*
- 55. BENJAMIN FRANKLIN.
- 56. Books*Mr. Warren Snyder, Marshal*
- 57. Misses' Suits, Coats and Skirts...*Miss Mary McMahon, Marshal*
- 58. Harness and Horse Goods.....*Mr. John Lynch, Marshal*
- 59. Optical Goods and Cameras.....*Mr. James E. Wilson, Marshal*
- 60. Bedding and Mattresses.....*Mr. Charles Gearhart, Marshal*
- 61. Pianos, Victrolas, Musical Instruments,
Mr. D. P. Comerer, Marshal

- 62. Laundry*Mr. Wm. H. Kirkpatrick, Marshal*
- 63. Misses' Made-to-Order Suits and Workrooms,
Miss Hannah Shields, Marshal
- 64. Sheet Music and Music Books...*Mr. Wm. H. Boner, Sr., Marshal*
- 65. Contract*Mr. A. H. Findlay, Marshal*
- 66. Lingerie*Miss Annie Leonard, Marshal*
- 67. Advertising and Book News.....*Mr. Gordon H. Cilley, Marshal*
- 68. Bureau of Information and Bureau of Adjustments,
Mr. W. H. Wilkinson, Marshal
- 69. GENERAL U. S. GRANT.
- 70. Contingents.....*Mr. Clement W. Dowling, Marshal*
- 71. Decorators*Mr. John E. Talley, Marshal*
- 72. Doormen*Mr. W. J. Yheaulon, Marshal*
- 73. Delivery, Carriers, Transfer, Garage, Stable,
Mr. Wm. MacFarlan, Marshal
- 74. Housekeeping and Sweepers.....*Mr. William R. Barr, Marshal*
- 75. Invoice, Supply*Mr. S. B. Tily, Marshal*
- 76. Mechanical, Machinery, Laborers....*Mr. Fred. Greene, Marshal*
- 77. Telephones*Miss Mary Leonard, Marshal*
- 78. Credit Office and Cashiers.....*Mr. James B. Robinson, Marshal*
- 79. Inspectors*Mr. Charles A. Higgins, Marshal*
- 80. Mail Order*Mr. O. D. Shank, Marshal*
- 81. Counting Room, Accounts, Cashiers, Auditing, Correspondence, Statistical, Stenographers...*Mr. Frederick Rebmann, Marshal*
- 82. Management, Guides, Floormen...*Mr. Herbert Garber, Marshal*

HISTORIC CHARACTERS IMPERSONATED IN THE GRAND PAGEANT.

North American Indian.—The first American, original owner of this soil, which has come down to the present owner through royal grant by Charles II of England to William Penn.

William Penn.—The Founder of Philadelphia, who said to the Indians what Mr. Wanamaker has always said to the people: "We are met on the broad pathway of good faith and good-will, so that no advantage is to be taken on either side, but all to be openness, brotherhood and love."

George Washington.—Whose home in Philadelphia, while he was President, was on the land where Mr.

Wanamaker's first store was located, Sixth and Market Streets.

Benjamin Franklin.—Who often trod the very ground on which the Philadelphia Store is now located, and whose great grandson established the first high school in America, which stood on the very site of this store building.

Ulysses S. Grant.—Who was often a visitor to the old Grand Depot, and who, on one of these visits, said to

George W. Childs, the famous editor and Mr. Wanamaker's friend: "It takes as much generalship to organize a business like this as to organize an army."

Father Knickerbocker.—Who comes with special greetings to the people of William Penn, cementing into one great working-together-world-service the Business Family of John Wanamaker.

Alexander Turney Stewart.—Whose famous business in New York lives again in the John Wanamaker Store, and who said at the height of his power: "There is a young man in Philadelphia who will one day be a greater merchant than I."

Peter Cooper.—Whose Institute at Astor Place, New York, adjoins the Wanamaker Store, and whose life was ever an inspiration to the founder of this business.

LANTERN LIGHTS IN THE CAREER OF HON. JOHN WANAMAKER.

By Dr. Joseph K. Dixon.

The sands in the hour glass have emptied into the golden bowl of fifty years. The biography of a life that is now being lived, and that has measured up to the standard of life's best fulfillment may not be translated into the poverty of human speech. Creeds are interpreta-

tion of the law, deeds are the incarnation of the moral forces of that law—the embodiment of its supreme demands.

The life of Mr. Wanamaker is a life of DEEDS. It is a life that has been lived in the closing part of a century which witnessed the fiercest civil contest at arms ever recorded in history—and in the beginning of a century already lustrous with the most pregnant achievements in the progress of the world. The life of Mr. Wanamaker has put a moulding hand upon the gigantic forces operant in these two ends of two centuries. Such a life, the best painter cannot epitomize in words.

In the truest sense, the business Jubilee we celebrate tonight is refined gold, it is paramount gold, for the influence of his career in commerce and the weal of the race will climb the summit of coming centuries.

Let me throw on the screen a few picture hints of the triumphs of these epoch-making fifty years—a career that will forever stand as a rock-built landmark for achieving men in the supremest walks of life.

BOYHOOD

1. Portrait.

RELIGIOUS LIFE

2. First Y. M. C. A. in Philadelphia.
3. Y. M. C. A., corner Fifteenth and Chestnut Streets.
4. Bethany Tent, 1859.
5. Bethany Sunday-School.
6. Portrait of Hon. John Wanamaker at this period.
7. Moody and Sankey Depot, 1875.
8. Bethany Church, Twenty-second and Bainbridge Streets.
9. First Bethany Boys' Military Company.
10. Tent on Gray's Ferry Road.
- 10a. Tent, Grace Mission.
11. Temple, Fifty-fourth and Spruce Streets, New Building, Fifty-third and Spruce.
12. Chambers Memorial Church, Twenty-eighth and Morris Streets.

MERCANTILE CAREER

13. Washington's House.
14. Oak Hall.
15. Fort Sumter.
16. Portrait.
17. Site of the City Hall, fifty years ago.
18. Pumping Station, City Hall Square.
19. Thomas Jefferson's House, fifty years ago.
20. General Howe's Headquarters.
21. Old Freight Station—site of present store.
22. Store of '76, Juniper and Market Streets.
23. View of the Old Store, 13th and Market Streets.
24. View of the Old Store, Chestnut Street front.
25. Rotunda of Old Store.
26. Rotunda of Old Store, Boys' Chorus.
27. Rotunda of Old Store, Girls' Chorus.
28. The Old Store, Book Department.
29. Purchase of Stewart Store, New York, 1896.
30. Wanamaker Building, New York, 1907.
31. Fur Vault, New York Store.
32. Auditorium, New York Store.
33. Restaurant, New York Store.
34. J. W. C. I. School in Session, New York.
35. J. W. C. I. Military in Line before Wanamaker Building, N. Y.
36. Drawing-Room, House Palatial, New York Store.
37. Rotunda of the Stewart Building, New York.
38. Grand Stairway in Stewart Building, New York.
39. Rotunda of the Stewart Building, Military and Guests at the inauguration of the New Wanamaker Building, October, 1907.
40. A corner in the Piano Department.
41. Rotunda of the Wanamaker Building, New York.
42. Stairway in Rotunda of Wanamaker Building.
43. Group of Antiques, New York Store.
44. Wireless Tower on Roof of Wanamaker Building, New York.
45. Wireless Station, Wanamaker Building, New York.
46. Penn Treaty Elm
47. Mr. Wanamaker's Fellow Helpers in Oak Hall.
48. First Steel Column Set for Chestnut Street Section of New Building, Philadelphia, February 8, 1909.
49. Market Street Section of New Building.
50. Laying the Corner-stone of the New Wanamaker Building, June 12, 1909.
51. Laying the Corner-stone—Portraits.
52. Laying the Corner-stone—Placing the Stone.

53. Laying the Corner-stone—Hon. John Wanamaker.
54. Group on Roof of New Building—Mr. Wanamaker and Heads of Departments.
55. Mr. Wanamaker making an address after placing the Capstone, June 11, 1910.
56. Inscription on the Capstone.
57. New Wanamaker Building from City Hall, Philadelphia.
58. The Great Crystal Tea Room.
59. The Great Crystal Tea Room No. 2.
60. A Section of the Kitchen.
61. The Kitchen.
62. Egyptian Hall, Piano Display.
63. Grand Court.

POLITICAL CAREER

64. Mr. Wanamaker as Postmaster-General.
65. President Benjamin F. Harrison.
66. Post Office Building, Washington, D. C.
67. Capitol at Washington, D. C.

CIVIC LIFE AND ILLUSTRIOUS FELLOWSHIP

68. Steamship "Indiana," sent out by Mr. Wanamaker for the relief of the sufferers in the Russian famine.
69. Check for \$250,000 as pledge to the City of Philadelphia.
70. Industrial College, Twenty-third and Walnut Streets.
71. Presbyterian Hospital.
72. Kaiser's Steam Yacht "Hohenzollern."
73. Interior of the "Hohenzollern."
74. The Lord Mayor of London.
75. The Lord Mayor of London, No. 2.
76. The Mansion House, Exterior.
77. The Mansion House, Interiors.
78. Crystal Palace, London.
79. His Majesty, King George V.
80. Her Majesty, Queen Mary.
81. Hon. John Wanamaker.
82. "Four Leaf Clover," Oak Hall, Philadelphia, New York and Paris.
83. United States Flag.
84. Flag 1912.

MOTION PICTURES

- FIRST.**
Setting the first steel column of Chestnut Street Section of New Wanamaker Building by Mr. Wanamaker, February 8, 1909.
- SECOND.**
Laying the corner-stone by Mr. Wanamaker, June 12, 1909.
- THIRD.**
Setting the capstone on the roof of the new building, together with Mr. Wanamaker delivering his address, June 11, 1910.

CHAPTER III.

JUBILEE TRIBUTES TO MR. WANAMAKER FROM FRANCE AND GREAT BRITAIN.

Among the honors which his Jubilee Year brought to Mr. Wanamaker personally, none had more national—or international—importance than the incidents of his visit to the Lord Mayor of London in July, at the time of the Coronation of King George and Queen Mary.

It was characteristic of the efforts being made to forge a bond of intimate friendship between Great Britain and our own country, that while this most notable of American merchants was the guest of his old personal friend Sir Thomas Vezey Strong—Lord Mayor of London—he was the recipient of greater attentions than any other American for years—not even excepting J. Pierpont Morgan. The King himself paid him much distinguished honor. On one occasion, at a thanksgiving service in St. Paul's Cathedral, Mr. Wanamaker occupied the distinguished visitors' seat near the King and Queen. On June 29, at the great Coronation luncheon at Guild Hall, when King George made an address of thanks to his people for their loyal welcome, Mr. Wanamaker was the guest of honor of the Lord Mayor. His offer to present the city with a painting of the scene that day was accepted by the City Corporation a few months later.

He visited Crystal Palace, where he was presented by the Lord Mayor to the King, and the King in turn, after a conversation with him, presented him to the Queen.

At the Dominion Club dinner at the Imperial Institute

Mr. Wanamaker occupied the place of honor, next to the Duke of Connaught and close to Sir Wilfrid Laurier, the German Ambassador and other notable persons.

From the Republic of France, too, came honors for Mr. Wanamaker. Recognizing his long and deep interest in French affairs—particularly his support of French industries and his friendly encouragement and patronage of French art—President Fallières, through the French Embassy, decorated him with the medal of the Legion of Honor, giving him the rank of *Officier*. The more immediate impulse to this was France's appreciation of the generous help rendered by Mr. Wanamaker in relieving the distress in Paris at the time of the flood in 1910.

That echoes of the Wanamaker Jubilee were "heard 'round the world" appeared on an occasion long after the actual Jubilee celebration was over, when the International Congress of Chambers of Commerce was held in this country. Gathered in Boston for this Congress—in October, 1912—were more than three hundred of the foremost business men of 43 nationalities, who in their subsequent tour of the larger Eastern cities were the guests of the Wanamaker Store in Philadelphia. Accompanied by their wives they spent two days in seeing the interesting features of the city. A notable incident of their visit was the luncheon in the Great Crystal Tea Room, at which Mr. Wanamaker was their host.

Among the guests who made speeches were the President of the Congress, M. Louis Canon LeGrand, the Hon. James G. Jenkins, formerly Premier of South Australia and a native of Philadelphia; and Count Candido Mendes da Almeida, the special delegate of the Brazilian Government and owner of the largest newspaper in Brazil.

At the close of their visit to this country, the mem-

bers of the Congress, through their President, sent this message to Mr. Wanamaker:

NEW YORK, October 21, 1912.

Before crossing the Atlantic we feel it a duty and a pleasure to send you this message on behalf of all the members of our successful Congress, to confirm again our most courteous thanks for your generous and heartfelt cooperation. Your splendid and cordial reception will never be forgotten, and will do much to strengthen friendly international relations. We add best wishes for your everlasting prosperity.

CANON LEGRAND, *President.*

JOTTRAND, *Secretary.*

CHAPTER IV.

THE SURPRISE BREAKFAST ON DEDICATION DAY, DECEMBER 30, 1911.

One of the most delightful tributes that Jubilee Year brought to Mr. Wanamaker was an entire surprise to him—a testimonial breakfast planned by Mr. Rodman Wanamaker to precede the ceremonies of the Dedication. Eleven o'clock of Dedication Day found the Great Crystal Tea Room of the Philadelphia Store thronged with distinguished men invited in the Founder's honor. The cordiality, as well as the intimate informality of the affair, could not but be gratifying to Mr. Wanamaker.

Many of the guests had known the merchant from boyhood, through the early struggles of his business life. Many came from other cities to do him honor—Chicago was represented by nearly forty eminent men, the special guests of Mr. Daniel H. Burnham, architect of the building. New York sent as many others. Besides these Philadelphia's most prominent citizens were present.

In their midst sat the man they honored, who, though celebrating that day the culmination of fifty years of business life, yet looked so young that he might have been celebrating only his fiftieth birthday.

On each side of the host sat two men whose titles called to mind the fact that the site of the present Wanamaker Store was originally covered by the rambling old sheds of a freight depot. They were the presidents of the two vast railroad systems which center in Philadelphia, Mr. McCrea, of the Pennsylvania, and Mr. Baer, of the Philadelphia and Reading. Also at the head table sat

Dr. S. Weir Mitchell, ex-Governor Stuart, N. Parker Shortridge, who, with Mr. Wanamaker, helped to finance the Centennial Exhibition; Daniel H. Burnham, of Chicago; Judge James Gay Gordon, and many other well-known men.

The Rev. Dr. Thurber, of New York, asked the blessing, and at the close of the Breakfast, Mr. Wanamaker spoke to the assembled guests.

MR. WANAMAKER'S SPEECH.

Gentlemen:—This is not the hour for speech-making. I set you all free at the beginning to say this, that no one is to be called upon, although all of you must understand the perfect freedom to rise to your feet and say anything that you can in the brief time that we have together.

"I certainly am not able to make a speech myself to you this morning. I think a very few words will be sufficient to assure you that this is the proudest day of my life. Coming, as a special train did from Chicago, bringing the great architect and his partners who created this building, many of you are from other cities, representing the financial, the large operations of this country in railroads. Railroad presidents sit on each side of me, who had perhaps no thought of what their railroad properties would be turned into some day. (*Laughter.*)

"I am sorry that it was not possible for my old and very dear friend, Mr. Shedd, now at the head of Marshall Field's great enterprise, to come. Perhaps it is just as well. He might not have enjoyed realizing the fact, after going about the building, that we sometimes have to get clear of 'sheds!' (*Laughter.*) But, on the other hand, any enterprise in the country would be only too glad to welcome him, either as a visitor or as a partner.

"This is a wonderful day for Philadelphia—that the leading newspaper men of New York should stop for a little time and come over to learn something here! Mr. Ochs and I are very greatly complimented by these visits. It is supposed, to a large extent, that Philadelphia is not a very good place to do business in. We are accused of not pulling together, of not having general

interest, and it is said that there is nothing much here except the Declaration of Independence and the Pennsylvania and Reading Railroads—and the *Public Ledger*, if you please, going back to the time of Mr. Childs.

"Well, this touching elbows with each other, and the visit of the President of the United States, of his own volition, without a single word from the man that is speaking to you, seems as though the men who are conducting the business affairs of the country are attracting some attention, and are being considered in studying the problems of the country. It is a very wonderful thing to me to see together in this informal way on such an occasion so many men of affairs—the President of our National Board of Trade, the President of our School System—and I have many letters and wires from others who would have come, but could not. The last telegram that came is from the President of the Chemical Bank:

"Much is my regret at not being able to be with you, but my heart is with you, and may God spare you for many, many years is the wish of

'J. B. MARTINDALE.'

"It seems to me that every interest and profession is represented, headed by my old friend who sits close by me, Dr. S. Weir Mitchell, and the representatives of the Army and Navy. I can't express to you the sense that I have of your wonderful kindness, your wonderful interest, and I never can forget the way you greeted me. I can't forget the hard work that lies all around these fifty years, ending at last in my days of suffering to erect this building. I speak to you a little differently from what I would in a public way, when I say that this building was born of suffering.

"We got into the old freight station, and everything that followed after the business began was a piece of patchwork. It was never built for the great crowds that afterwards came. The building at night had to be overhauled and strengthened; and, considering myself as the host, the people that were to come as my guests, and the people that were working with me under the roof as my family, there was always a tremor and anxiety. And so, deep down in my soul, I felt that if I could ever build a building it should go down to the rocks, and it should

go up as far as I could carry it—and that it should be as safe on the roof as on the basement floor.

"I am sure that Mr. Burnham and Mr. Graham, most active of all in this work, thought I was wasteful when we could have built a building for two million dollars less than this; but it had to have in it everything of strength, everything of safety, so that when the fire bells should ring, or the signal of something wrong in the house should fall upon my ears, I could feel sure that the great fire towers were within a minute and a half of every foot on every floor—stone-lined, stone-stepped, smoke-proof towers from top to bottom.

"But I am making a speech, when I did not intend to! I came across a story two or three days ago that I liked very much. When Mr. Lincoln, after beating Douglas at the polls by half a million votes—it was a great time when Mr. Lincoln was inaugurated. Most of you are too young to remember it. Indeed, you are too young for me to speak to you; you see, I have been fifty years at it, and you have to live a good long time and fifty years more before you can set a table like this—if you want to have a distinguished company such as this for your guests! But as I said, on the morning of the inauguration, when the temporary platform was put up in front of the Capitol, and the usual great crowd was there—Senators and members of the Diplomatic Corps—Mr. Lincoln came along, tall, gaunt, wearing a new suit of clothes, his high hat and his gold cane, awkward always (except with his brains!) and he stood there with his hat in one hand and his cane in the other. Finally he found a place for his cane, so the story says, but still he held his hat; when Mr. Douglas, the man that had fought him, the man that had been beaten, realizing the situation, stepped up to him and took his hat and held it, and made him at ease!

"And I thought this morning that all that I could do would be to hold Mr. Burnham's hat. He is the hero of this occasion. He took out of my mind the wrong thinking about the building, and changed it. I think I was a very stupid, dumb scholar, but he was patient with me. I can remember it all so well. If I had built the building I wanted at first, I would not have had anything like the pleasure in it that I have in this. So I am simply holding the hat of Mr. Burnham.

"I hold in my hand at the present moment—this is not flattery, I don't talk flattery—I hold in my hand the Decoration of the Legion of Honor that has been sent to me by the Republic of France. It was to me a great surprise, regarding it as I do, as having been given me as representative of the business men of this country. I bring the order here to put it on for the first time. It is because we stand together for the business of America, you and I, that I would like to put this on here for the first time. (*Great applause as Mr. Wanamaker puts it on.*) As usual, I have to borrow from a banker! (*Borrowing a pin with which to fasten it.*) I wish we could stand together instead of just living together in the narrow circle of our own narrow things, but feel that in our corporations whatever is for the public good is surely for our good. I will put it down here (*readjusting the decoration*) so as to get little accustomed to it. But please don't say '*Chevalier Officier!*'—I am simply one with you, and if you could realize how I feel under the circumstances of this day, you would understand my feelings.

"I cannot detain you longer, for we are to be downstairs, the President arriving a little after one o'clock. As I said before, I will not call on any one, but I should be happy if in the next twenty minutes as many of you as can, would feel free to say just what you care to."

Mr. James McCrea, President of the Pennsylvania Railroad, was the first to rise, with these words:

"*Gentlemen:*—Mr. Wanamaker has spoken of the work of the last fifty years, and I think you can guess that I have been here and seen most of it.

"There is one feature that he has not touched on, and that is the example he has given the business world in making a success of a complete organization which has been copied all over the United States. This building, with the work that goes on in it, is the full example that we have of the power of what that work of organization, headed by intelligent effort, can accomplish. And I want to congratulate Mr. Wanamaker on that phase of the very many good things which he has accomplished in the fifty years of his career."

Mr. George F. Baer, President of the Philadelphia and Reading Railroad, spoke thus:

"I cannot go back in my recollection of Philadelphia as far as can the distinguished President of the Pennsylvania Railroad. Probably it isn't lack of years but lack of opportunity, but nevertheless, there never was a time since I began my acquaintance with Philadelphia that I did not know of Mr. Wanamaker, and I am glad to say that for the many, many years that I have known him, he has always been one of my steadfast friends. (*Applause.*)

"There is only one lesson that I wish to draw from this fiftieth Jubilee. We live in an age which is peculiarly tending toward socialism in all its ugliest features, socialism based upon the old fallacy that all men are equal if they be given the same opportunity, a fallacy whose falsity is demonstrated here today. Fifty years ago there were thousands of people who had the same opportunity as our distinguished host. He was the architect of his own fortune. Thousands upon thousands saw opportunity pass by day after day without the ability or courage to seize it. This world's work is, and always must be, controlled and governed by a few superior men who have the courage to say in business and everywhere else what our honored President said, 'I will find a way or make it.'

"The citizens of Philadelphia glory in the success of our distinguished host. We appreciate with him this wonderful business, and we hope that laying aside all the cares of the past fifty years he may go forward into the many years that shall still be his, feeling that his life has been one great success." (*Applause.*)

Mr. Wanamaker then said:

"The minutes are so few—I wish we could spend much more time here. There is nothing that promotes happiness so much as companionship of this kind. I would be so much pleased if we could have just a word of assurance or even a bow from Mr. Shortridge. Mr. Shortridge, won't you please stand up and let us see what a young man you still are?"

Mr. N. Parker Shortridge answered as follows:

"I am very happy to be here, and I am very happy to

join in the appreciation of the good work that Mr. Wanamaker has done in this half century. I want to say that Mr. Wanamaker and I are the only living members of the Centennial Board of Finance, and I think that the hard work that he did—and that some of the rest of us did—was responsible for the success of the Centennial. We went about this town pretty thoroughly, and we struck a good many hard places, but the money was finally raised.

"I wish I could make a speech, but I cannot!"

Doctor S. Weir Mitchell spoke with his usual brevity and wit:

"Considering the applause which greets me I am more popular than you! (*looking at Mr. Wanamaker.*) If I had been told yesterday that I was to make an extemporaneous speech I should have gotten ready for it as usual. (*Laughter.*) However, I had no such warning, and I shall limit myself to saying that judging Mr. Wanamaker's success in the future by that of the past, I regret that I shall have no medical opportunity of serving a man who looks as well as he does." (*Applause.*)

Ex-Governor Edwin S. Stuart had a reminiscence to offer which held pointed interest for all of Mr. Wanamaker's friends:

"In the line of what Mr. Shortridge has said, I want to say that Mr. Wanamaker and Mr. Shortridge are the last surviving members of the Centennial Board of Finance that made possible the great Centennial Exhibition in 1876, but I want to add something else that I think Mr. Shortridge has forgotten to tell you. The Board of Finance promised to the National Congress that the money would be returned. And it *was* paid back, every cent of it—the only occasion of the kind when it was ever done. That this amount—one million six hundred thousand—was put back into the Treasury, was due largely to members of the Board of the character of Mr. Wanamaker and Mr. Shortridge.

"One more word, and I am through. I have arrived at that age when I can see the growth and development of this business almost from its beginning. It has been

an honor and a credit to Philadelphia, and in the future, when Mr. Wanamaker is gone—which I hope may not be for another fifty years—this great granite building will stand as an example worthy to be emulated by the young men of the future, and will say to them, 'You have the same opportunity, provided you have the same intelligence!'

"I am glad to be here today, and appreciative of the honor which is conferred upon me by being invited to this celebration."

The occasion came to a close with Mr. Wanamaker's words:

"I am going to ask Rabbi Joseph Krauskopf to pronounce the benediction, and then you will make your way downstairs in the next fifteen or twenty minutes. As a proper courtesy, I will leave you, to meet the President who arrives at five minutes after one o'clock and to bring him into your presence."

Those present were:

John H. McFadden
Theodore C. Search
L. L. Rue
Lincoln Godfrey
Francis B. Reeves
Theodore E. Wiederseim
Dr. James Tyson
The Rt. Rev. Mgr. William Kieran, D.D.
Prof. H. D. Thompson
Prof. Henry B. Fine
Prof. Theodore W. Hunt
Prof. Andrew F. West
J. Woods Brown
George Burnham, Jr.
John C. Bell
William R. Nicholson
Marion Wanamaker
William H. Wanamaker, Jr.
B. F. Blake
James McCrea
George W. Boyd
Francis I. Gowen
George Wood
C. Stuart Patterson
Effingham B. Morris
T. DeWitt Cuyler
Charles E. Ingersoll
Heyward Myers
J. H. Hutchinson

Lewis Neilson
George F. Baer
Dr. Josiah Penniman
The Rev. Samuel T. Lowrie
Isaac H. Clothier
Robert B. Sterling
James H. Penniman
Dr. W. B. Van Lennep
Dr. T. Mellor Tyson
H. G. Michener
J. Oliver Potts
Harry McGee, Toronto, Canada
Nathan T. Folwell
R. E. Diffenderfer
Cyrus D. Foss, Jr.
Samuel P. Rotan
Michael J. Ryan
Herbert F. Houston
Dr. Isaac K. Funk
John W. Appel
William H. Hagen
C. W. Smith
Rev. Dr. E. G. Thurber
Morris L. Cooke
Ex-Governor Edwin S. Stuart
Ex-Mayor John E. Reyburn
Henry Clay
John B. McCall
James A. Briggs
Louis Otto Heiland

Thomas Martindale
Charles E. Morgan
Edward B. Smith
John M. Campbell
Francis Shunk Brown
Edwin H. Vare
William S. Vare
James P. McNichol
Martin G. Brumbaugh
Simon Gratz
J. Wesley Durham
Captain John B. Taylor
Hon. Rudolph Blankenburg
Herman Loeb
Dr. Joseph S. Neff
George D. Porter
Gen. Louis Wagner
Joseph H. Klemmer
Howard B. French
George C. Boldt
Edward J. Frots
Dr. John G. Clark
Norris S. Barratt
Hon. William C. Ferguson
Hon. Howard A. Davis
Hon. Charles G. Audenried
Hon. William McCarroll
Hon. J. F. Lamorelle
Hon. William H. Staake
Hon. Charles F. Gumme
Hon. John M. Gest
Dr. Alfred Stengel
William W. Fidler
Spencer Irvin
George W. Elkins
Frank D. La Lanne
Edward Browning
Dr. Horatio Parker
John Luther Long
O. G. Murray
George F. Baker
Henry R. Edmunds
John B. Miles
James G. Doak
Rev. E. F. Fales
William Sidebottom
William H. Brown
William T. Tilden
John K. Mohr
James Gay Gordon
Robert M. Coyle
John F. Daniell
John F. Daniell, Jr.
D. H. McAlpin
George T. Stockham

Arthur J. O'Keefe
Hon. Charles B. McMichael
Hon. John L. Kinsey
Hon. F. Amedee Bregy
Hon. James R. Holland
W. Frederick Snyder
John J. Collier
J. Ernest Richards
Louis S. Fiske
Hon. E. A. Anderson
Hon. Morris Dallett
Hon. Robert N. Willson
Hon. Mayer Sulzberger
Hon. D. Newlin Fell
Hon. J. Hay Brown
Hon. S. Leslie Mestrezat
Hon. W. F. Potter
Hon. John P. Elkin
Hon. John Stewart
Hon. Robert Von Moschzisker
Hon. William W. Porter
Charles H. Matthews
Hugh Black
Lawrence McCormick
Hon. W. Wilkins Carr
Andrew Wheeler
Samuel Rea
J. B. Thayer
Henry Tatnall
J. P. Green
G. D. Dixon
N. Parker Shortridge
James F. Fahnestock
George McCurdy
Harry Ransley
George W. Kendrick, Jr.
T. H. Horney
Robert H. Hinckley
Dr. S. Weir Mitchell
D. Newlin Fell, Jr.
John C. Lowry
James Dobson
Colonel J. P. Nicholson
Brigadier-General James B. Coryell
Brigadier-General William G. Price, Jr.
Colonel Hamilton D. Turner
Colonel William F. Eidell
Colonel Caldwell K. Biddle
Colonel Gibbons Gray Cornwall
Commander Joseph M. Mitcheson
Major John C. Groome
Colonel William R. Scott
Charles C. Kinsman