

The Philadelphia Store also sent this wireless message to the Hon. John Wanamaker, who was at that time in Ems, Prussia:

"Wanamaker Wireless inaugurated. First message from Philadelphia Mayor to New York Mayor. Your co-workers send heartiest congratulations."

To which Mr. Wanamaker replied—in an incredibly short time, on the same day, May 20:

"Over land and sea, received Saturday night, 8 o'clock, at Ems, Germany, the first direct Marconi from Philadelphia office. It is something to be in the front line of the world's achievements."

The announcement continued:

"These wireless stations are now formally dedicated to the public service as official stations of the Marconi Wireless Telegraph Company, and will be open for the receipt of messages during the time the Store is open. Messages will be received for steamers 150 or more miles away whenever such steamers are fitted with a Marconi apparatus. The regular rate will be charged—\$2 for the first ten words, and 12 cents for every extra word. Messages received at the stations from ships will be delivered over land wires, the usual land toll being added.

"Those having accounts with the Wanamaker Stores may receive and send messages and have them charged if they desire. Incoming passengers from Europe may send orders to Wanamaker's via wireless; we will fill them, and if desired will have the goods at the ship on arrival.

"It is the intention of the Wanamaker Stores to make these wireless stations an advantage to the public in every way possible, and in this we have the coöperation of the Marconi Wireless Company. Visitors who are interested may pro-

cure guides at the Rendezvous on the Eighth Floor and inspect the Wireless Station on the Eleventh Floor."

The two stations in the Wanamaker Stores are next to the most powerful sending stations in the country, being second only to that at South Wellfleet, on Cape Cod. The Philadelphia Station has sent direct messages as far as Colon, Panama, a distance of 2,000 miles, and incoming steamers report that they can copy Wanamaker messages 1,000 miles out at sea. At night—when there are no sunrays—the sending power is even greater.

The speed is also rather remarkable, being the greatest in the country. More than 40 words a minute can be sent. One of the most interesting tests of this point came in the course of ordinary daily communication between the two Stores.

It became necessary to ascertain the financial standing of an out-of-town customer who wished to purchase some goods in the Philadelphia Store. While he was waiting, a message was sent by wireless to the New York Store requesting that his rating be looked up there. The information was back in the hands of the Credit Department, in typewritten form, and the transaction consummated, in less than five minutes from the time the customer applied!

The number of messages sent between the two Stores is considerable; the average number of words is 2,000 daily, and during busy seasons like Christmas time it is twice or three times that. All messages at both ends are taken down on a typewriter—a feature that is almost unique.

The next development of the Wanamaker wireless service was the privilege of "Shopping by Wireless," when the Wanamaker Aero Line was established between the Philadelphia Store and the Cape May Hotel at Cape May, N. J. By the new system patrons of this hotel are

enabled to send shopping messages without charge to the Wanamaker Store, thus facilitating the filling and delivering of orders. Quicker even than the telephone, it is a most useful privilege.

As the Wanamaker Stores were the first to install wireless service, so they were first to offer aeroplanes for sale. The New York Store in October exhibited for sale a Moisant monoplane of the Bleriot type, equipped with an Anzani motor, for \$4,000. There was also a \$1,500 French balloon for sale.

Throughout October an Electrical Exhibit was conducted in the Rendezvous on the Eighth Floor. Here were shown all the latest and most practical devices and inventions in the electrical world, nearly all the electrical companies in Philadelphia joining to make the exhibit of the greatest possible value.

The ozonator, a little motor machine for purifying the air, was one of the busiest things shown. Another fascinating invention was the telautograph, by which writing in one place is duplicated at the same moment in another place at any distance away, the "talking sign," which flashes forth letters, words, numerals, when manipulated—this and many others interested the crowds which came daily. Housekeepers were attracted by the wonderful group of devices for saving their time, steps, labor and money, of which there are almost hundreds. Electric ranges, washers, meat choppers, knife sharpeners, coffee grinders, bread and cake mixing machines—such inventions were demonstrated all day long to eager listeners. And the children were delighted in their turn by the marvelous electrical toys shown.

CHAPTER III.

"OFFICE OF THE MAYOR,
"PHILADELPHIA,
"February 28th, 1911.

"To the Wanamaker Store I extend my heartiest congratulations upon its completion of fifty years of progress and service to the people of Philadelphia.

"As a pioneer in modern merchandising, Mr. Wanamaker has built up, in his half century of activity, a commercial enterprise that is one of the City's institutions—one that has carried the name of Philadelphia all over the world.

"(Signed) JOHN E. REYBURN,
"Mayor."

WITH such felicitations as these the Store opened its formal celebration of the Golden Jubilee in March. In this same Spring season, fifty years before, the little store at the corner of Sixth and High Streets was opened by Wanamaker and Brown—and when they moved the business up to Thirteenth and Market it was on March 12—thirty-five years before this Jubilee celebration—that Mr. Wanamaker threw wide the doors of the enlarged "Grand Depot."

The March observances opened with newspaper announcements, historical reviews of the remarkable evolution of the business—in editorials written by Mr. Wanamaker, to be found on pages 196-212 of this book—and an invitation to the public to see a series of notable exhibits to be held in the Store, depicting the contrasts of fifty years of progress in styles, manufactures and methods of living.

In the Costume Salons were shown the hoop skirt costumes of 1861, and beside them representatives of all the varying fashions in women's dress from that day up to 1911, the latest fancy then being the modification of

the "trouser skirt." The evolution of masculine fashions from the days of the Puritan Fathers was shown in the Men's Clothing Store and the Hat Store. Girls' and children's clothes worn in 1861 appeared. An expert authority on corsets lectured on that subject in the Corset Salon, where an interesting group of corsets ancient and modern was shown. Other exhibits suggesting the developments of fifty years were the period furniture, upholstery and curtains, gloves, lamps, shoes, carpets and rugs. The Toy Store showed quaint dolls one hundred years old. In Egyptian Hall was the Chickering & Sons collection of old-time harpischords, spinets and pianos. Beautiful examples of recent art in diamond setting were shown in a special dark room.

The opening days were the occasion of several congratulatory messages to the Store, of which one is quoted above. Governor Stuart of Pennsylvania wrote thus:

"I congratulate the Wanamaker Store and its founder upon the completion of half a century of active business life. Fifty years of service to the people of Philadelphia have placed this business on a plane where it reflects credit upon this City and State.

"The new building will always remain as a monument to its founder and an inspiration to every young man, telling what can be accomplished by one man who, by his energy, ability and practice of pure business methods, has made such an enterprise possible.

"EDWIN S. STUART."

The Superintendent of the Philadelphia Public Schools, in his letter, called the modern department store "a great educational laboratory."

"Here, in the practice of merchandising, the employé is given an education in applied knowledge which, if rightly understood, is of inestimable value. If to this—as at Wanamaker's—is added an education in theoretic knowledge, the result is an education in harmony with the best modern thought, for it combines laboratory and class training. I have been greatly impressed with the wisdom of the system of training given in your store. The alert and industrious

employé who will make the most of the entire provision for his education is assured a discipline of the greatest practical value.

"I wish especially to impress the value of the school exercises. Here the employé receives a connected discipline in the fundamental facts of knowledge—a discipline which gives that fine insight which makes for growth and which makes the man always the master of his work.

"Sincerely,

"MARTIN G. BRUMBAUGH."

On the second day of March, 1911, the Philadelphia Press contained the following editorial:

"That the stupendous retail business which bears the trade name of John Wanamaker is now rounding out its fiftieth year of service, prosperity and gigantic growth, is a notable event in the annals not only of Philadelphia but of the nation. Happily, Mr. Wanamaker remains to celebrate the jubilee of the enterprise which he founded and built up. His genius guided the Wanamaker Store from its first humble beginnings to its present greatness, when it is housed in the wonderful building planned by Mr. Wanamaker, and has a New York branch that occupies the same relative position there as the original store occupies in Philadelphia.

"Mr. Wanamaker was an innovator in the retail trade. The methods which he introduced as novelties from time to time are now diffused throughout the United States and Europe. They have reconstructed and modified all the relations between the merchant and his customers. Just as the Wanamaker Store is itself a product of steady growth, so the department store in general has profited by expansion and new ideas contributed by the ablest business men of America. Mr. Wanamaker was never slow to apply any new idea, whether it was a suggestion from a subordinate or entirely spontaneous.

"The Wanamaker Store has kept pace with the growth of Philadelphia, and has typified the upbuilding of the great, prosperous, progressive metropolis of to-day."

In addition to the exhibits which continued during the month, each day had something special to offer visitors and patrons in the way of organ music, lectures, concerts, or unusually interesting sales of fine merchandise. Either Greek Hall or Egyptian Hall was in use nearly every day, and thousands of people throughout Jubilee month attended the concerts and other entertainments.

The second Monday in March was the thirty-fifth anniversary of the inauguration of the New Kind of

Store, and so was observed as Anniversary Day. The Breakfast at which Mr. Wanamaker entertained his chiefs of departments in Egyptian Hall, at the hour of the Store opening, has already been described. Simultaneously, the J. W. C. I. Cadets—battalions, military band and bugle corps—assembled in City Hall South Plaza, marched into the Store, and after manœuvres in the Grand Court by the battalions, the band and bugle corps played patriotic music. Later on, five times during the day, they gave concerts. In the afternoon, in Egyptian Hall, they combined with the Girls' Branch and with organ, piano, violin, and contralto and tenor soloists in the Anniversary Concert.

Following Anniversary Day came a series of special days in honor of the various great nations from which much of the Wanamaker merchandise is drawn. The fortnight following March 13th saw Italian, English, French, Shamrock, German and Scotch Days, and later came Old Folks' Day and G. A. R. Day. All these were observed by special musical programs in Greek Hall.

During this month also was told the Story of Wanamaker Merchandise, special advertising pages being devoted to all the largest sections in the Store in turn, taking up the merchandise from the points of view of history, romance, and human interest.

CHAPTER IV.

SIMILAR features and other new ones were a part of the Fall Celebration—during October—when perhaps the chief point of interest to the public was the daily playing of the magnificent new organ in the Grand Court. The long work of putting it in place and getting it into perfect order was begun early in the year, and continued well on into 1912.

It is the largest organ in the world, and was first erected at the St. Louis Exposition in 1904. When it was acquired by the Wanamaker Store, thirteen freight cars were needed to transport it to Philadelphia from St. Louis. All of the 141 speaking stops of this organ had to be re-voiced when it was brought to the Store. It is the largest building in the world containing an organ, and the re-voicing was done to suit the acoustics, which are somewhat different from the conditions in a church or auditorium.

Moreover, it inaugurates an entirely new and advanced system of tonal appointment and classification, which makes it a uniquely fine concert organ. It was built on the Fleming System, and erected in the Wanamaker Store by Mr. W. B. Fleming himself. By this tonal system a whole new world of effects and combinations are at the disposal of the performer.

The organ proper is built on the Grand Court, the first floor above the Main Floor, at the South end of the Court, and extends upward through two stories, occupying a space 65 feet wide, 26 feet deep (inside the

columns) and 47 feet high. Within a curtained inclosure nearby, on one side of the Grand Court on the First Floor, is a desk or "console" where the player sits, the keyboard being connected with the pipes by an electric cable 150 feet long.

The manual keyboard of this console (the parts controlled by the player's hands, as distinguished from the pedal organ) contains five banks of keys, or "claviers," each commanding a separate group of pipes, the five being called the Great Organ, the Swell, the Choir, the Solo and the Echo Organs. Each clavier has 61 keys. The number of speaking stops comprised in the manual is 141, and the pipes controlled number 8,907.

The Great and the Swell Organs each have two divisions, whose special functions greatly multiply the available tonal effects.

The Choir Organ also is given a new character, entirely flexible and expressive. From this keyboard are played the tubular chimes.

The mechanical expedient of the "double touch"—operated from the Great, Swell, or Choir keys, to any of which the Solo may be coupled at will—is possible in no other organ in this country and in few others in the world, and its value in obtaining richness and variety of tone is inestimable.

The Swell Organ is in many points unique, representing an important and artistic step toward the perfect Concert Organ for the adequate interpretation of orchestral scores. Its two divisions include—in a range nowhere else equaled—all the stops which represent the wood-wind instruments and the strings of a full orchestra. The first division includes the strings. The second division, including the wood-winds, has no counterpart anywhere. Its tonal effects are almost infinite in their combinations. The use of all the 34 speaking stops, in

combination with each of the available pipes in the whole organ, gives tonal and expressive combinations and effects to the number of 17,179,869,183—more than seventeen billion distinct and separate tones, without recourse to octave or sub-octave coupling or any multiplying device. If one of these tones were to be played each minute, day and night, it would take 32,600 years to play them all. In connection with the Swell Organ there is a piano, for harp effects. Precisely the same expressive effects are gained by this piano as though it were played directly on its own keys rather than by the organ keys. Particular care was taken in selecting the piano to be used in connection with the organ, to assure the maximum of satisfaction in its use—the choice finally fell on the wonderful gold-string Schomacker whose flexibility and brilliance make it perfect for this purpose.

Unusual features appear also in the Solo Organ, which is devoted to imitative solo stops and represents also the brass wind instruments.

The Echo Organ is the highest in the world, being located at the North End of the Grand Court, seven stories—125 feet—above the Main Floor. It is connected with the manual by an electric cable 560 feet long.

The Pedal Organ is the largest and most complete ever constructed, its tones ranging from the Dulciana to the full strength of the 30 speaking stops and 1,152 pipes.

In addition to all this unique tonal appointment the organ is provided with an array of couplers never before approached—33 altogether, coupling the claviers in various relations. All manuals are expressive except the first division of the Great Organ. In point of expressive powers and tremolants, the organ is peculiarly well equipped.

Of the two consoles, the one just described is movable, and the other is stationary, being devoted to a patent automatic playing device by which, through the use of

two rolls at once, the most difficult and complicated scores can be played with the utmost accuracy and satisfaction.

The care of an organ of this magnitude—and it is considerable—is facilitated in various ways. Numerous telephones connect the consoles, the Echo Organ, and various places among the pipes, so that workmen busy in different parts may communicate. There are three portable tuning keyboards, which may be carried to any parts needing tuning, so that no one need remain at the console. Since all the draw-stop action is regulated from the interior of the organ (as well as from the console) only one man is required for tuning. The whole organ is kept clean by the frequent use of a vacuum cleaner installed for the purpose.

Even more minute details about the organ are interesting.

The organ weighs 250,000 pounds. More than 80,000 feet of lumber were used to build it.

The pedal keyboard has 32 notes—each of the others has 61.

Number of pipes and speaking stops:

	Pipes	Speaking Stops
Great Organ	2,135	26
Swell Organ	2,867	34
Choir Organ	1,501	20
Solo Organ	1,367	18
Echo Organ	1,037	12
Pedal Organ	1,152	30
Total number	10,059	140

Or including the Piano 141

Of these 141 speaking stops 35 are stops of reed. In some cases there are seven ranks to one stop; and as

there are 61 keys on each clavier, this means 427 pipes to that stop. There is also a 7-rank mixture in the Pedal Organ—a feature unique in the Wanamaker organ.

Lengths of pipe range from $\frac{3}{4}$ inch to 37 feet 9 inches.

The largest pipe is of wood, 32 feet long, 27 inches wide and 32 inches deep, and weighs 1,735 pounds. It is large enough for a man to crawl through on hands and knees.

The largest metal pipe is 37 feet 9 inches long and 17 inches in diameter, and weighs 850 pounds.

The combination board has 1,616 automatic combination stops for securing various tone-color effects.

The blowing plant has one 40 horse-power blower, one 20 horse-power blower, one 2 horse-power, and 2 sets of storage batteries—one being charged while the other is in use. It also has a large motor generator for charging the batteries.

There are more than 7,000 open electric circuits inside of the organ.

The total amount of wind supplied by these blowers equals more than 11,000 cubic feet of air per minute.

* * * * *

The first occasion on which this organ was heard was Coronation Day, June 22, 1911, and at the very hour when King George and Queen Mary were crowned in Westminster Abbey—9 a.m. by our time, 2 p.m. by London time. “A musical and architectural triumph, fittingly inaugurated on the day when a great American store renders friendly salute to England’s King and Queen.”

Beside the frequent recitals throughout the day, there was a special program arranged for the hour of 9, as follows:

Participating—the John Wanamaker Choral Society and Junior Chorus, the J. W. C. I. Military Band and

Bugle Corps, and the Third Battalion, J. W. C. I. Cadets, with the Organ.

- 1—Salute to the English Flag—Military Band and Bugle Corps, the Cadets presenting arms.
- 2—Chorus, "Zadok, the Priest" (Handel)—Choral Society.
- 3—Chorus, "The King Shall Rejoice" (Harris)—Combined Chorus, Band and Organ.
- 4—"God Save the King"—Combined Chorus, Band and Organ.

In connection with this celebration, the Cadets escorted a collection of historic English flags, the most complete in America, the march being through Penn Square, around Market Street and into the Grand Court of Honor, to the position where they saluted the English colors.

During these exercises immense crowds of people filled the balconies on all the floors around the Grand Court, learning—through this first hearing of the Organ—how powerful, sonorous and sweet were its tones.

Eight days later the Wanamaker Store showed motion pictures of Coronation events. In so short a time had these films been "rushed" over by the great "Mauretania" that, even while America was still reading about the Coronation, the opportunity of seeing just how the Royal pageant appeared was given to the patrons of this Store. It was the earliest exhibit of such pictures in this country, being shown first on Friday afternoon, July 1—in Egyptian Hall—a few hours after the "Mauretania" docked. Conspicuous always in the splendid procession were the figures of King George and Queen Mary in their Coronation robes, followed by notables of England and other nations, many of whom were easily recognizable.

The whole series of pictures was vivid, beautiful and full of interest.

Among the titled personages taking part in the Coronation ceremonies in Westminster Abbey were a number of American duchesses. In the belief that their American sisters would be interested in seeing the sort of gowns worn on that occasion, the representatives of the Wanamaker Store in London had made an exact replica of one of the most splendid costumes, for display in the Philadelphia Store. This was posed—on an American girl—in the Costume Salons on Coronation Day and several days following, to the great interest of the many women who came to see it.

In this connection, it should be noted that the close relation existing for many years between the Wanamaker Stores and the fashion centers in Paris was strengthened during 1911 by the perfecting of the cable service between the Stores and their Paris office. No great fashion event is allowed to pass without complete descriptions of its newest modes being transmitted to Wanamaker's on the same day; so that every significant trend in the fashion world, as shown in the gowns worn by the beau monde at Longchamps, Auteuil, Trouville and the rest of the celebrated French racing events, every new note of the "vrai chic" in woman's dress—all these appear in the Wanamaker advertising pages the next day after the Parisian world sees them.

CHAPTER V

SIGNIFICANT EDITORIALS PUBLISHED BY THE
JOHN WANAMAKER STORE IN THE DAILY
PAPERS DURING 1911.

March 1.

The March of Fifty Years.

From a second-rate nation, rent with civil war, to a world-power of first magnitude.

From thirty-one millions of people to one hundred millions.

From sixteen billion dollars of real and personal wealth to over one hundred and ten billions.

From less than a hundred and fifty million dollars in our banks to over eight thousand millions.

From under two billion dollars of farm products to nine billions.

From under two billion dollars of manufactured products to over fifteen billions.

From thirty thousand miles of railroads to two hundred and forty thousand.

From public school salaries of thirty-eight million dollars to two hundred and fifty millions.

From four thousand newspapers to twenty-four thousand.

***Such is the Majestic March of Fifty Years
in the United States.***

Practically within this half century have come the perfected telegraph, the ocean cables, the great railroads, the electric cars, the monorail, the subways, the telephone, the typewriter, the electric light, the wireless telegraph, the phonograph, the cinematograph, the automobile, the aeroplane, the steel and concrete sky-scraping buildings, the thousand-foot turbine steamships.

Progress, putting on ten-league boots, has, in this minute of time, shelved the horse-car as a relic of a snail's age. Has rushed forward on the tail of Franklin's kite, spanning oceans, making neighbors of all countries. Has burrowed under cities and swept through the air. Has unlocked all the world's wealth, and, dedicating it to all the people, has redrawn humanity's working plan, actually changing the whole environment of mankind.

The one great force that has accomplished all this—the inspiration of it all—is COMMERCE—the homely, simple interchange of commodities between the peoples of the earth.

Commerce itself has been revolutionized in these fifty years. Perhaps that is the secret of its great accomplishment.

Commerce in the last half century has been vitalized with new and just methods of dealing.

It has been economized with better methods of production, transportation and distribution.

It has been sciencized with the application of education and the principles of efficiency and conservation.

With the help of the fine arts and higher business morals commerce has been lifted to a loftier plane, lifting the world with it.

Commerce educates, civilizes, humanizes.

Those who have studied and analyzed this great change in the world credit the Wanamaker System as one of the transforming forces. They own its pioneering