

A FRIENDLY GUIDE
to
PHILADELPHIA
and the
WANAMAKER STORE



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Illustration by J. H. Johnson

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INDEPENDENCE HALL

At Sixth and Chestnut Streets. Birthplace of American liberty. Here the delegates of the American colonists met and issued on July 4, 1776, the Declaration of Independence. The Liberty Bell, rung on that occasion, is preserved in the main corridor. The illustration shows the building's original front entrance, which faces Independence Square and Walnut Street

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*212-
Mr. F. W. Ashley
n. 9. 1920*

PHILADELPHIA

A City With An Atmosphere All Its Own



EVERYBODY who has spent even a brief period of time in Philadelphia realizes that the city has a character distinctive from that of all other cities. True, this is not now so outwardly apparent as it was a few decades ago, for old landmarks are going, and streets once characteristic are gradually assuming a changed and modern air.

This city was planned and built by the Friends, or Quakers, as they are often called, and their temperament seems to have been reflected in the very topography and architecture of the older part of the city. Now, however, Chestnut and Walnut Streets, until a generation ago the aristocratic residential streets of the city, are built up with shops and office buildings well out toward the Schuylkill.

The regular and logical plan of Philadelphia streets makes the visitor's task easy, although the city is twenty-two miles long and nearly six miles wide. With but few exceptions (notably the Parkway) the city is laid out like a huge chessboard, between the Delaware river on the east and the Schuylkill on the west. Broad Street is the main axis North and South. Market Street runs East and West, and is popularly regarded as the middle line of the city.

The center of the city (speaking in terms of business, and not geography) where Broad and Market Streets intersect, was formerly called Center Square. Long after Philadelphia had become a thriving small town, a mile east on the bank of the Delaware River, Center Square was still open country. The Square, however, was contained in Penn's original plan, as his foresight envisaged the inevitable rapid growth of the city in a westward direction; and those passing east or west through the courtyard of City Hall, may learn from the bronze tablets there erected that Center Square was the site of the first Friends' Meeting house in the Quaker City, and also of the encamp-



Robert G. G. G.

BROAD STREET

Looking South from Chestnut Street. Broad Street is the longest paved street in the world. It is 11 7/10 miles long

ment of Rochambeau and his troops during the Revolution. In the early Nineteenth Century, it was likewise the location of the receiving station of the Philadelphia Waterworks, an edifice which, though of marble, earned by its shape the irreverential nickname of "The Pepper-box."

William Penn was not the only one to foresee the development of Philadelphia. In 1876, one young Philadelphia merchant realized that the center of the city would not long stay near the Delaware River. He bought the ground at the corner of Market and Thirteenth, occupied then by the freight station of the Pennsylvania Railroad, and, still earlier, by the first Philadelphia (Central) High School, and put his store there. And now the Wanamaker Store (illustrated on the front cover) is in the very heart of Philadelphia, and the old square, now called Penn Square, is occupied by the Municipal Buildings (shown on Page 8).

Those delightful suburbs, Germantown and Chestnut Hill, now parts of Philadelphia, were once outlying villages, settled mainly by German refugees from religious persecution, under Francis Daniel Pastorius, who came to Philadelphia in 1683, dwelling at first in a cave on the bank of the Delaware. In many spots there are still charming reminiscences of the older life, and fine old Georgian homes remain.

The suburbs of Philadelphia—lying North along the Reading Railroad and along the celebrated "Old York Road," West along the Pennsylvania "Main Line," and South toward Wilmington—represent probably the most beautiful suburban settlements in America. They abound in large and magnificent country estates. Nevertheless, the city continues to remain the social and business center, the excellent train service making commutation easy.

Philadelphia has a strong claim on the love and loyalty of the people who live here, and on the admiration of all who come to visit. The claim lies not alone in her historical prestige. Ever since the founding of the city of Penn, great men and women, and great works, have been associated with the name of Philadelphia.

In letters, the names of Dr. S. Weir Mitchell, Agnes Repplier, Owen Wister, Horace Howard Furness, Florence Earle Coates, John Luther Long, Joseph Hergesheimer, Richard Harding Davis, and Rebecca Harding Davis—to go no further back than the last two decades—are linked indissolubly with this city.

Among notable artists who belong to Philadelphia are Edwin A. Abbey, Violet Oakley, Elizabeth Shippen Green, Jessie Wilcox Smith, Cecilia Beaux, Maxfield Parrish, Alice Barber Stephens, Joseph Pennell, Thomas Anshutz, Hugh Breckenridge, Mary Cassatt, the sculptor Charles Grafly, and many others, whose genius, joined with their training at the Pennsylvania Academy of the Fine Arts, has won them national fame.

The world of music also has had many well-known Philadelphia representatives. Physicians all over America, and even the world, know how much this city has contributed to the annals of medicine, surgery, medical schools, and hospitals for the ill and the insane.

In finance, the house of Drexel is the oldest great banking house in the country. The world of retail trade recognizes that in Philadelphia there is the largest and finest mercantile establishment in the world—the Wanamaker Store. Some of the most notable names connected with great railroad interests have been those of Philadelphians at the head of the Pennsylvania Railroad. The educational institutions of the city, especially the technical, industrial and art schools, have been famous for generations.

Industrially, Philadelphia is the first city in America (see Page 21). Indeed, there is scarcely a department of human progress in which this city has not taken a leading or a distinguished place.

A FEW OF THE MANY PHILADELPHIA "FIRSTS"

The first medical school was established here in 1751.

The first pleasure grounds in the country were laid out in 1681.

The first public circulating library (1731) and the first free public circulating library (1820) were started here and are still in operation.

The first hospital, the Pennsylvania, was started in 1751.

The first piano in the country was made in Philadelphia in 1775.

The first high school in the country once stood on a portion of the site now occupied by the Wanamaker Store.

The first bank in the country was the Bank of Pennsylvania, in operation from 1780 to 1784. The oldest bank now in existence is also here—the Bank of North America, chartered in December, 1781.

The first water works in the country were in Center Square, now called Penn Square.

The first weekly newspaper in the country was published in Philadelphia in 1728.

The first Bible printed in America was issued in Philadelphia in 1743, and was in German. Also the first complete Bible issued in *English* in America was printed in Philadelphia in 1781.

The Wanamaker Store was the first—

To install 2002 telephones as part of the store service.

To inaugurate the Saturday half-holiday.

To inaugurate the Saturday whole-holiday in summer with no loss to employes of vacation or pay.

To use pneumatic cash-carrying tubes.

To install electric lights.

To install Marconi wireless service.

To have general free delivery by mail, express or freight.

To broadcast an organ concert across the Atlantic ocean.



CITY HALL AND TOWER

Looking South from Broad and Arch Streets. To the right is the entrance to the Parkway, which commences at Broad and Filbert Streets. To the left is the Masonic Temple. City Hall occupies Penn Square at the intersection of Broad and Market Streets. As its tower is 550 feet high, it is one of the tallest public buildings in the world. The statue of William Penn, surmounting the tower, is 38 feet, 10 inches high

THE HUB OF PHILADELPHIA



CITY HALL, Penn Square, at the intersection of Broad and Market Streets, is the hub of the center of the city.

Flanking the Hall on the southeast side is the Wanamaker Store. Within a few blocks of City Hall are grouped great office buildings, in which billions of dollars' worth of business is transacted. By day, the streets in these blocks hum with activity. Few of the thousands of persons hurrying along them pause to see the massive beauty of the setting. Among the distinctive structures which form units in this metropolitan picture are:

The Broad Street Terminal Station of the Pennsylvania Railroad, on the corner of Penn Square and Market Street, on the West side of City Hall.

The Masonic Temple, on the corner of Broad and Filbert Streets.

The building of the Real Estate Trust Company, southeast corner of Broad and Chestnut Streets.

The Girard Trust Company's building, northwest corner of Broad and Chestnut Streets.

The Widener Building, on Chestnut Street at Juniper.

The Hotel Adelphia, on Chestnut Street, near Thirteenth.

The Packard Building, southeast corner of Fifteenth and Chestnut Streets.

The Franklin Bank and Trust Company, southwest corner Fifteenth and Chestnut Streets.

The Liberty Building, on the northeast corner of Broad and Chestnut Streets.

The building, at 15th and Market Streets, but also facing South and West Penn Square, occupied by the Commercial Trust Company and by the Bank of North America.

The Wanamaker Store, covering the entire block bounded by Chestnut and Market, Juniper and Thirteenth Streets.



GIRARD COLLEGE

At Ridge and Girard Avenues. A remarkable institution, founded in 1831, by the will of a wealthy Philadelphia citizen, Stephen Girard, for the support and education of poor orphan boys. This is the original and central building. There are several others. Open to visitors daily except Sunday

PHILADELPHIA AS AN EDUCATIONAL CENTER



PHILADELPHIA has created educational institutions, public and private, general and technical, which are unrivaled in any part of the country.

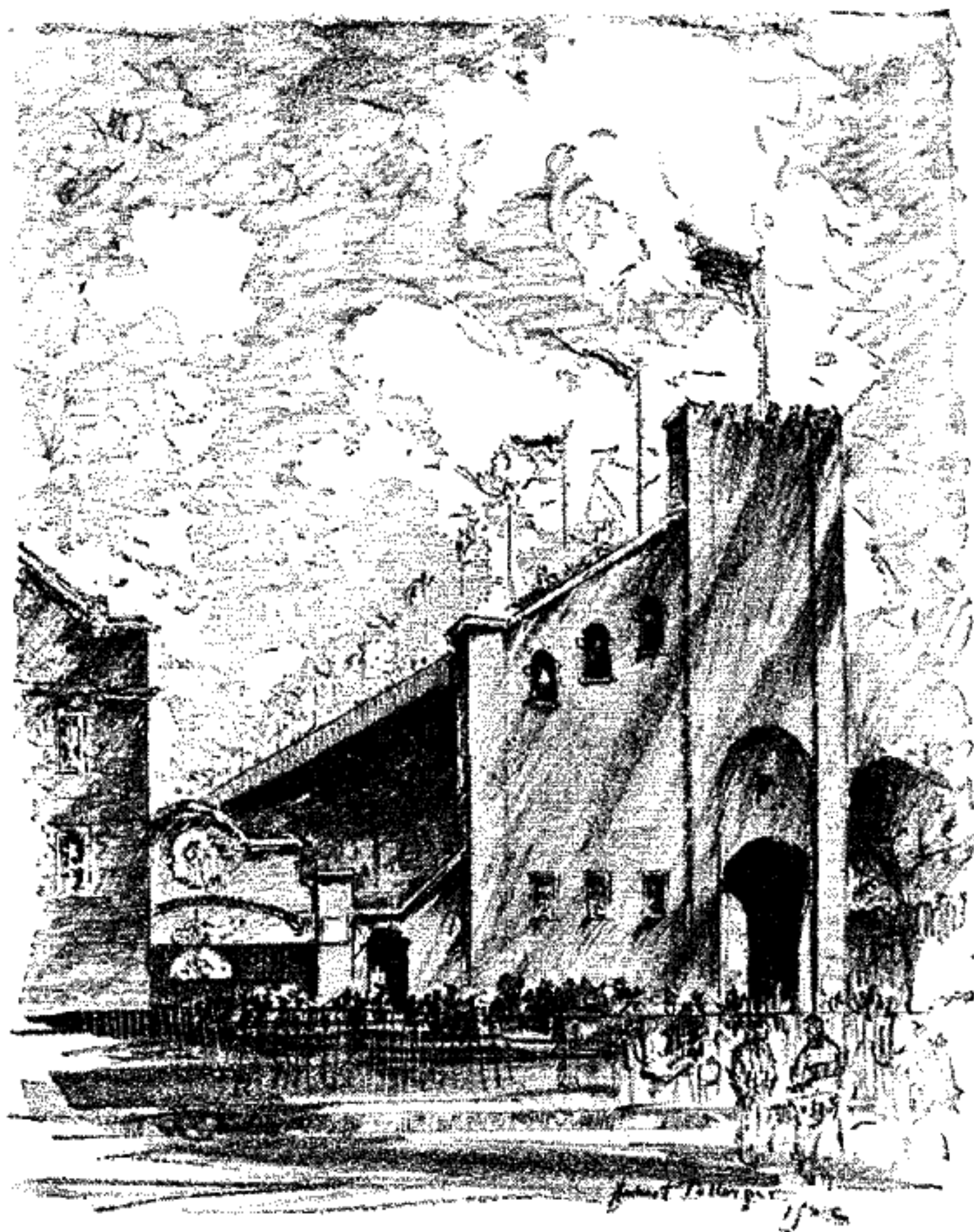
The city is pre-eminent peculiarly in medical education, and has excellent hospital facilities. In Philadelphia art schools, renowned artists have been trained. Internationally famous lawyers have "read law" in Philadelphia; in fact, the phrase, "It would puzzle a Philadelphia lawyer," has passed into common speech with regard to a problem appearing insuperable.

The public school system is growing by leaps and bounds, keeping pace with the tremendous increase in population. More than 100 new school buildings were opened within a three-year period, eight of them being junior high schools, the most approved development of recent years in secondary education. The schools conducted under the auspices of the Society of Friends are also characteristic institutions of the Quaker City.

The best-known of the collegiate institutions in and near the city are the University of Pennsylvania, Temple University, Girard College, the largest boys' college in the world, Swarthmore College, Bryn Mawr College for women, Haverford College, and Villa Nova College. Dropsie College, on North Broad Street, is one of the most distinguished centers of Jewish culture and learning in the world.

Among the famous medical schools are Jefferson Medical College, the Medical College of the University of Pennsylvania, the Woman's Medical College, the oldest institution in the world devoted exclusively to the medical education of women, and Hahnemann Medical College.

The University of Pennsylvania, lying beyond Thirty-fourth and Walnut Streets, West Philadelphia, is an object of great pride to all Philadelphians. Its living alumni



NEW ATHLETIC STADIUM, UNIVERSITY OF PENNSYLVANIA

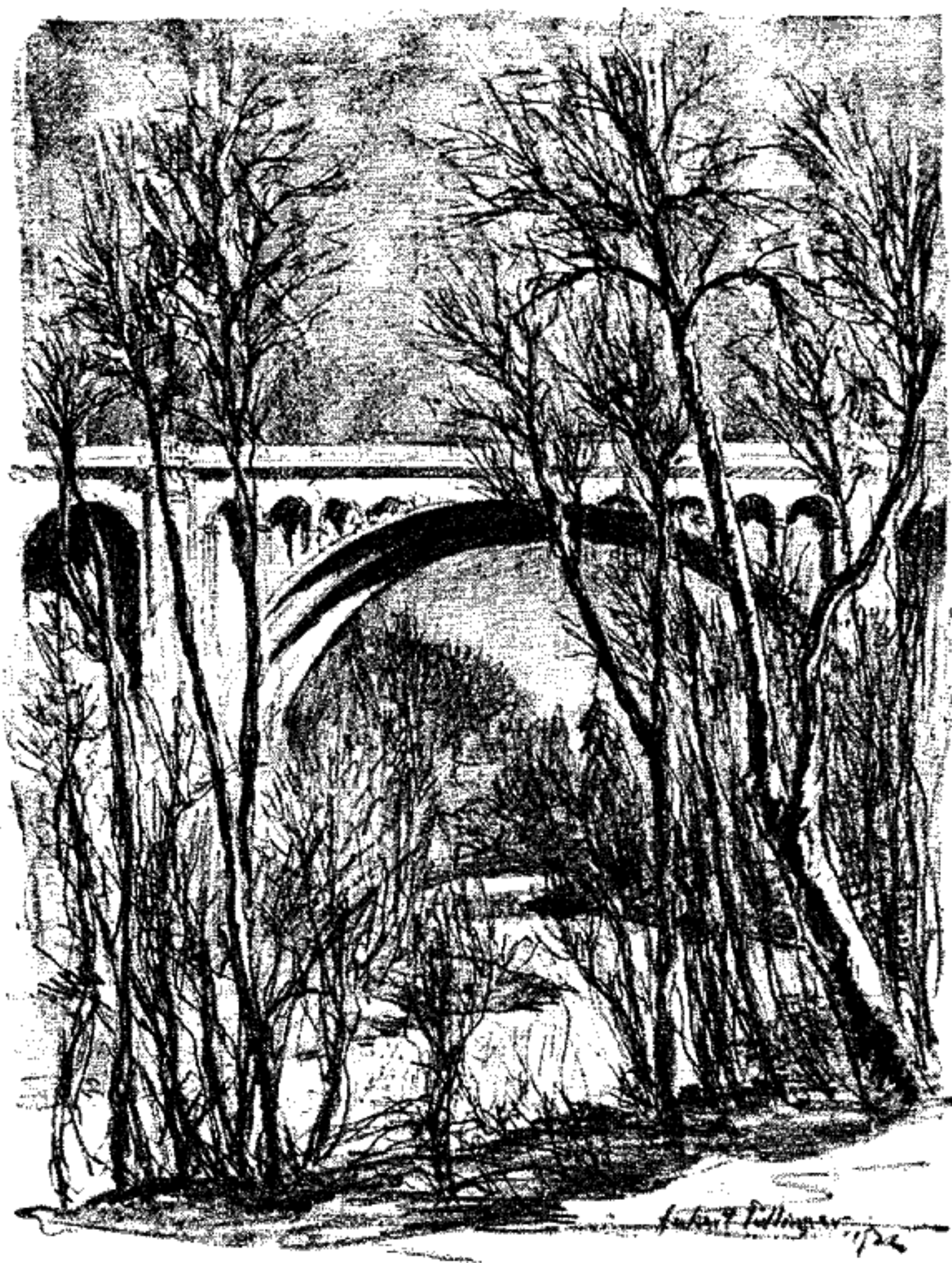
Located at famous Franklin Field, where so many notable intercollegiate events have been staged. When completed, it will seat 82,000

number over 35,000, a record exceeded only by that of Harvard, while its departmental schools of medicine, dentistry, engineering, finance, law and science occupy several of the 71 university buildings. The new stadium at Franklin Field is one of the largest in the world, and is the setting for some of the greatest athletic events in America.

When the \$4,000,000 buildings of the Philadelphia General Hospital, Thirty-fourth street at Spruce, are completed, the city will have the most perfect municipal hospital in the country.

The Drexel Institute of Art, Science and Industry, at the corner of Thirty-second and Chestnut Streets, is a technical and industrial school of national fame. Founded by Philadelphia's noted banker, Anthony J. Drexel, with the advice of George W. Childs, an equally illustrious citizen, it has trained many young men and women to professional or practical usefulness.

The Pennsylvania Academy of the Fine Arts, founded in 1805, boasts, in addition to a large collection of art treasures, a school which is considered the best in America. Here have studied such well-known artists as Redfield, Abbey, Parrish, Colin Campbell Cooper, Joseph Pennell, Robert Henri, Grafly, Manship, Cecilia Beaux, Violet Oakley and Jessie Wilcox Smith.



WALNUT LANE BRIDGE

Crossing the Wissahickon Creek in Fairmount Park, this substantial yet graceful structure is the largest single-span concrete bridge in the world

PHILADELPHIA'S FAMOUS FAIRMOUNT PARK

PHILADELPHIA has within its limits, and quite near the center of the city, one of the largest and most wonderful natural parks in the world. Fairmount Park, in its several divisions—the Old Park, East Park, West Park and the Wissahickon—extends along both sides of the Schuylkill River as far as the Wissahickon Creek, thence following this stream up through the Germantown and Chestnut Hill district. It contains 3,724 acres, and is undoubtedly the most beautiful pleasure ground in the world. Altogether, the Park contains 150 public baseball diamonds, and 208 public tennis courts.

The East River Drive is probably unsurpassed for its charm of scenery by any other urban park. Points of interest to visitors include the Aquarium, a handsome and spacious building, in which is displayed a large collection of rare and curious fish; the quaint old house near Sedgely Road, in which Benedict Arnold, the Revolutionary officer who turned traitor, lived for a period of time; the Grant log cabin, also in the East Park, which was transported from the banks of the James River, Virginia, where it was occupied by General U. S. Grant during the closing days of the Civil War.

The Zoological Gardens occupy the Southeast angle of the West Park. They are open daily from 9 A. M. until 6 P. M., and on Sundays and holidays until sunset. In the main portion of the West Park the Centennial Exposition was held in 1876. Some of the buildings remain, among them Memorial Hall, containing fine exhibits of paintings and other objects of interest.

Horticultural Hall, in Fairmount Park, is surrounded by attractive sunken gardens and other fine examples of formal landscape gardening. Its splendid conservatory houses rare and interesting specimens of plant life, not indigenous to this part of the country. The tropical collection is the next to the largest in the United States. Here may be seen

sago palms from the conservatories of Robert Morris and of George Washington.

Wild and delightful are the thickly wooded hills of the Wissahickon region, the upper section of the grounds of Fairmount Park. A lovely road winds for miles beside the picturesque Wissahickon creek.

"Indian Rock," in the extreme upper section of the Wissahickon woodland, is an immense rock, upon which has been erected a stone statue of an Indian Chief, Ted-yuscung, commemorating the legend that the Indians of this part of Pennsylvania gathered on this spot for their last great pow-wow, before being transported by the Government to the Wyoming district.

LIBRARIES IN PHILADELPHIA



THE new Public Library on the Parkway, North of Logan Square, is one of the largest and most beautiful library buildings in the world. It is a magnificent milestone in the development of the library system, the first in the United States, which was founded in Philadelphia by Benjamin Franklin in 1731.

The Library Company of Philadelphia, Locust and Juniper Streets, a subscription library, is open to any one on payment of a fee. It is the library founded by Franklin, and contains a very fine historical collection, and many rare and curious books.

The Mercantile Library, 18 South Tenth Street, is one of the best-known circulating libraries in the United States. The association contains about 3,800 subscribing members, who are entitled to take out books; the reading rooms are free to the public.

The Apprentices' Library, Broad and Brandywine, opposite the Central High School, is free to the public. Founded in 1820, it is the oldest free library in America.

MUSEUMS WORTH SEEING

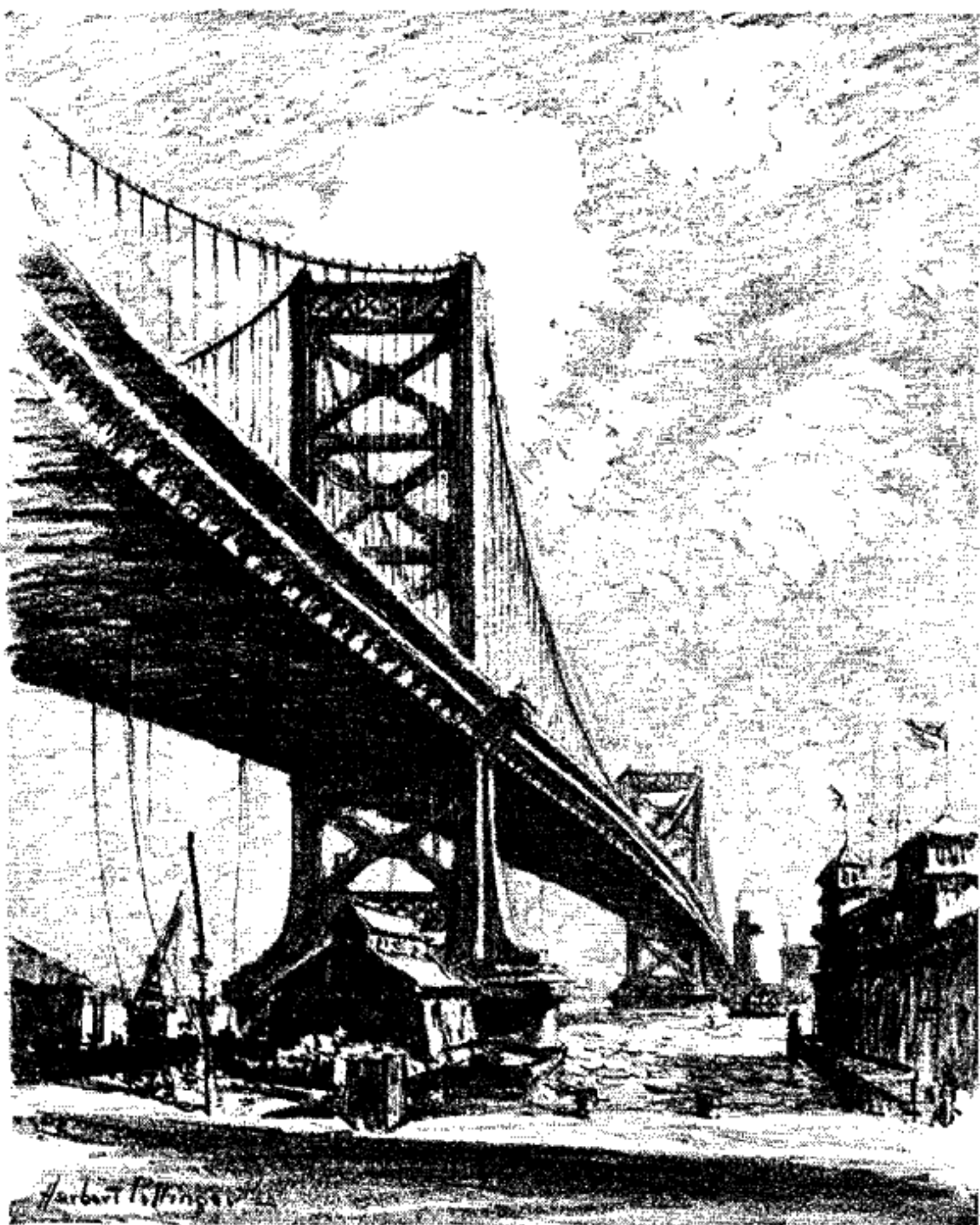
Academy of Natural Sciences.—An important institution for research in natural history, with a fine collection of mounted specimens, and frequent public lectures. At Nineteenth and Race Streets. Open from 9 to 5. Sundays from 1 to 5.

Art Museum.—This beautiful building in the classical style is located at the end of the Parkway, near the entrance to the East Park. It is the largest museum building ever placed under construction at one time. When completed, it will house the two Elkins collections, the Wilstach collection, the MacIlhenny collection, and such other gifts of works of art as may be presented to the City.

Commercial Museums.—These were founded by the city in 1894. The object is to increase the interest in and knowledge of the raw materials and finished products of other lands, and thereby foster foreign trade in both imports and exports. The nucleus of the permanent collection came from the World's Fair in Chicago, and valuable exhibits have since then been added from the other great expositions and contributed by foreign governments. At Thirty-fourth below Spruce Street. Open daily from 9 to 5; Sundays, from 1 to 5; admission free.

Museum of Science and Art of the University of Pennsylvania. Beautiful buildings, housing a priceless collection of ancient and modern objects. Open daily, 10 to 5; Sundays from 2 to 6. At Thirty-third and Spruce Streets, near the buildings of the University.

The Wistar Institute of Anatomy, Thirty-fourth Street and Woodland Avenue, is a part of the University of Pennsylvania. It contains an inclusive collection of valuable specimens, used in research work by the medical students in the University.



THE BRIDGE OVER THE DELAWARE RIVER

The largest single-span suspension bridge in the world. Constructed jointly by the States of Pennsylvania and New Jersey, it was opened to traffic on July 4th, 1926

THE BRIDGE OVER THE DELAWARE RIVER



THE Delaware River Bridge, the largest suspension bridge in the world, became a thoroughfare on July 1st, 1926.

The opening of this suspended roadway has realized plans nurtured for decades by the two States connected, Pennsylvania and New Jersey. It is regarded as one of the most important civic and industrial developments of the present generation.

From plaza to plaza, the bridge is 1.8 miles long, the main span being 1,750 feet. Clearance of the structure above mean high water is 135 feet. The two towers, flanking either bank of the Delaware, stand 385 feet above mean high water.

The Philadelphia approach is at Sixth Street, between Race and Vine, and in Camden the beginning of the mighty bridge is at Seventh and Penn Streets. The roadway between the curbs is 57 feet. The breadth over all is 125 feet, allowing provision for four lines for electric cars, if finally decided upon; six lines of vehicular traffic, and two ten-foot paths for pedestrians above the outside lines of tracks.

The approximate cost of the bridge is \$37,196,971. Tolls are to be levied for a period sufficiently long to defray the cost of the structure.

Material Used in Construction

Cables: Diameter, 30 inches.
Each cable contains 18,666 galvanized wires.
Diameter of each wire, 0.2 inches.
Total length of each cable, 3,550 feet.
Total length of wire in cables, 25,100 miles.
Total weight of cables, 7,000 tons.
Steel in bridge, 50,000 tons.
Masonry in bridge, 320,000 cu. yards.
All exposed masonry is granite.
Vehicular capacity, 6,000 per hour.

Units in Cost

Main Bridge	\$15,344,238	Philadelphia real estate	\$7,707,420
Philadelphia approach..	4,193,400	Camden real estate....	3,400,000
Camden approach.....	3,482,629	Administration expenses	341,929
Engineering expenses..	1,506,500	Reserve for contingencies	1,220,855
Total	\$37,196,971		



Robert P. Hanger

LOCOMOTIVE-BUILDING IN BALDWIN WORKS

At Broad and Spring Garden Streets

INDUSTRIAL PHILADELPHIA



PHILADELPHIA, the third largest city in the United States, is industrially supreme.

This is true not only because of the endless variety of articles made here, but because of the volume in which they are made. The workshop is so great that the city has become one of the tremendous focal points of transportation, of buying, of selling, and of finance.

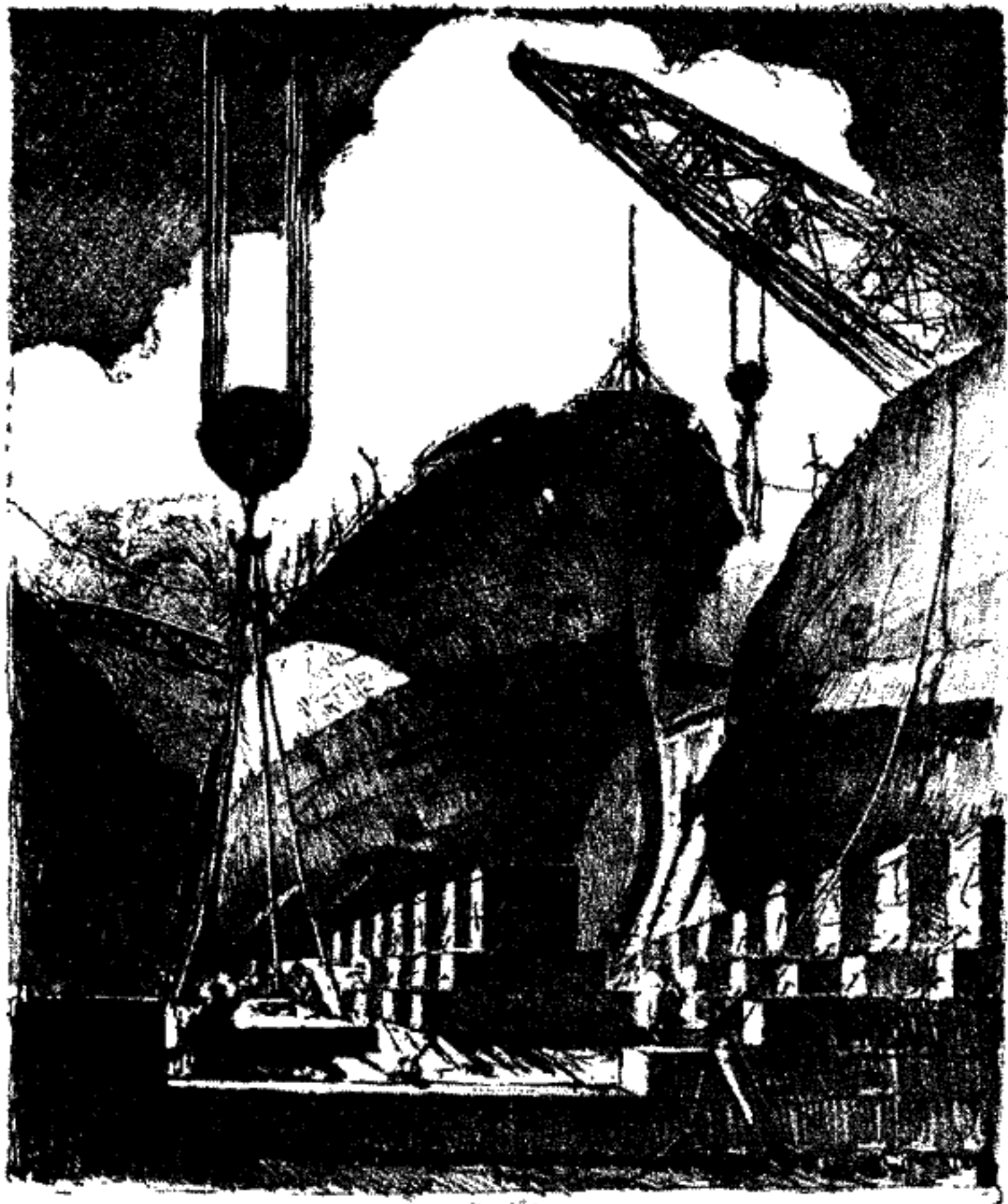
Ships and trains arrive daily, loaded with raw materials, and depart, filled with manufactured goods to supply world-wide demands. Industrial production began here when nearly all the country was "beyond the frontier." Now the value of one year's output is more than \$2,000,000,000.

For instance, in a single year, this city has produced 45,000,000 yards of carpet; 6,669,600 hats; 180,000,000 yards of cotton piece-goods; 400,000,000 cigars; 250,000,000 pairs of hosiery; 60 per cent of the world's glazed kid; and has refined \$128,343,033 worth of sugar.

Philadelphia is the largest textile manufacturing city in the world. It has the largest lace factory, and some of the largest carpet factories. Since 1710 it has led in ship-building, and since 1832, when the Baldwin Locomotive Works turned out the first successful locomotive, "Old Ironsides," it has led in that field.

A survey in 1923 listed 6,425 production plants engaged in 271 lines of industry, and the value of the products that year exceeded the previous year by more than \$450,000,000.

The 1920 census revealed a population of 1,823,779. A survey of the 1926 population puts the figure at 2,024,394, making an annual gain of approximately 32,000. This one-sixtieth of the population of the United States produces one-twenty-seventh of all the goods made in the country.



Spencer Platt

IN THE DRYDOCK AT LEAGUE ISLAND

With 37 miles of improved water-front, unexcelled rail and water transportation to all parts of the United States and the world, a plentiful supply of skilled labor, excellent banking and financial facilities, and with nearly 30 per cent of the population and 40 per cent of the wealth of the entire country within 250 miles of the city, Philadelphia offers exceptional advantages to manufacturers.

The area of Philadelphia, 129½ square miles, is greater than the combined areas of Boston, Cleveland, and Baltimore. The area within the city limits exceeds the combined areas of Albany, Bridgeport, Columbus, Camden, Hoboken, Jersey City, Paterson, Trenton, Lawrence, Lowell, Richmond, Savannah, and Syracuse.

CLUBS AND HOTELS

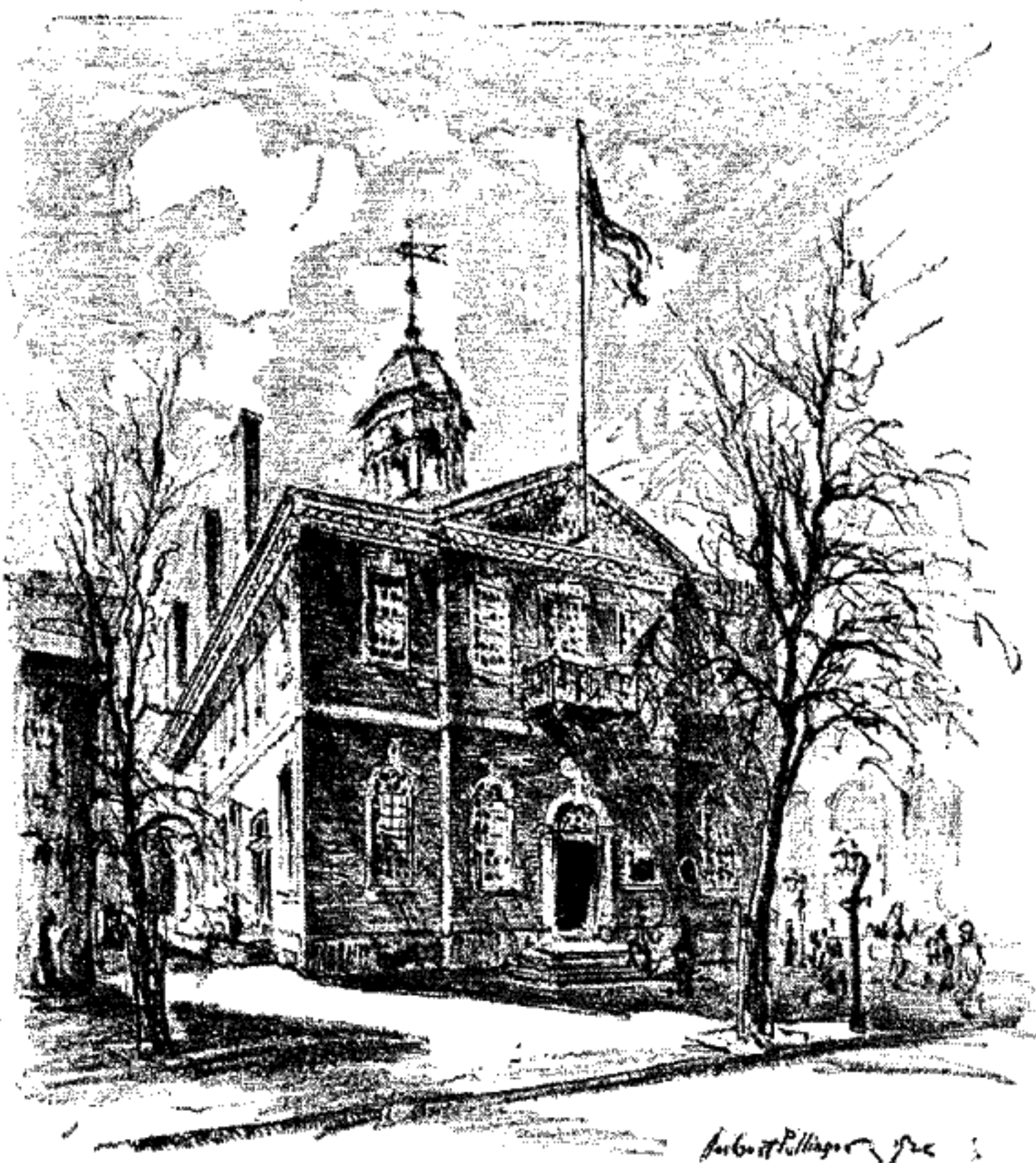


PHILADELPHIA, as it was growing up, became known universally as the "City of Homes." But when it became a full-fledged metropolis, it realized the necessity of public and semi-public places in which to entertain friends, and visitors from out of town.

Splendid hotels, tastefully and comfortably furnished, their cuisine unexcelled, make Philadelphia truly a "home city" for travelers who stop here. For the purpose of entertaining travelers, and as centers for social functions, recreation and cultural projects, distinguished clubs and fraternities have been formed, and have created magnificent homes.

One of the newest and most important clubs in Philadelphia is the Penn Athletic Club, Rittenhouse Square, quartered in a \$6,000,000 building, equipped for all types of indoor athletic activity, and sponsored by the social and civic leaders of the community.

The Philadelphia Club is the most exclusive and distinguished social organization of men in the city. It has



CONGRESS HALL

At Sixth and Chestnut Streets. Built in 1790, and occupied by the National Congress until 1800. Here both Washington and John Adams were inaugurated. In 1913 the hall was restored and was rededicated by President Woodrow Wilson

occupied for many years its home on the corner of Walnut and Thirteenth Streets, part of which was originally the Philadelphia mansion of Pierce Butler, United States Senator from South Carolina, and husband of Fanny Kemble, the famous actress.

The Union League, the leading political club, is at Broad and Sansom Streets. Just below it on Walnut Street, near Broad, is the Manufacturers' Club.

The Elks' Home, Broad and Wood Streets, is conceded to be the finest lodge home in the United States, combining an up-to-date club with a man's hotel. It is the home of Philadelphia Lodge No. 2 of the Benevolent and Protective Order of Elks, the oldest lodge in continuous existence.

The Masonic Temple, Broad and Filbert Streets, is of pure Norman architecture. It rises 95 feet from the pavement, and the massive granite tower, 250 feet high, finishes an imposing façade. The building is magnificently furnished, and is a fine example of the progressive spirit of this great order.

Among the most prominent women's clubs are the New Century Club, 124 South Twelfth Street, the oldest club for women in the United States, with the exception of Sorosis, of New York; the Women's City Club, 1662 Locust Street; the Civic Club, 1300 Spruce Street, and the Women's Club of Germantown, 6306 Germantown Avenue; the Philomusian Club, 3920 Walnut Street; and the Emergency Aid, 2101 Walnut Street.

The Young Men's Christian Association, 1421 Arch Street, is one of the most notable institutions of its kind in the country, and offers many advantages to young men coming to the city to visit or to live permanently.

The Central Branch of the Young Women's Christian Association is located at the corner of Eighteenth and Arch Streets. The Association has executive offices at 20 South Fifteenth Street, through which information can be obtained about the many branches and centers throughout the city which provide recreation, residences, and educational facilities for thousands of girls and young women.



Albert Pelling - 722

WILLIAM PENN'S HOUSE

OFTEN CALLED "THE LETITIA COTTAGE"

Built in 1682, it was the first brick house erected in Philadelphia, and was used as the first State House of Pennsylvania. Penn, after occupying it himself for some time, deeded it to his daughter Letitia. The street, near Second and Market, where it stood, preserves the name of Letitia Street. Shortly after 1880, it was removed, for purposes of preservation to its present location in Fairmount Park, near Girard Avenue

PHILADELPHIA

Its Place in American History



I WILL found a free colony for all mankind." This was the inspiration of the establishment of the colony called Pennsylvania, by William Penn and the English Quakers.

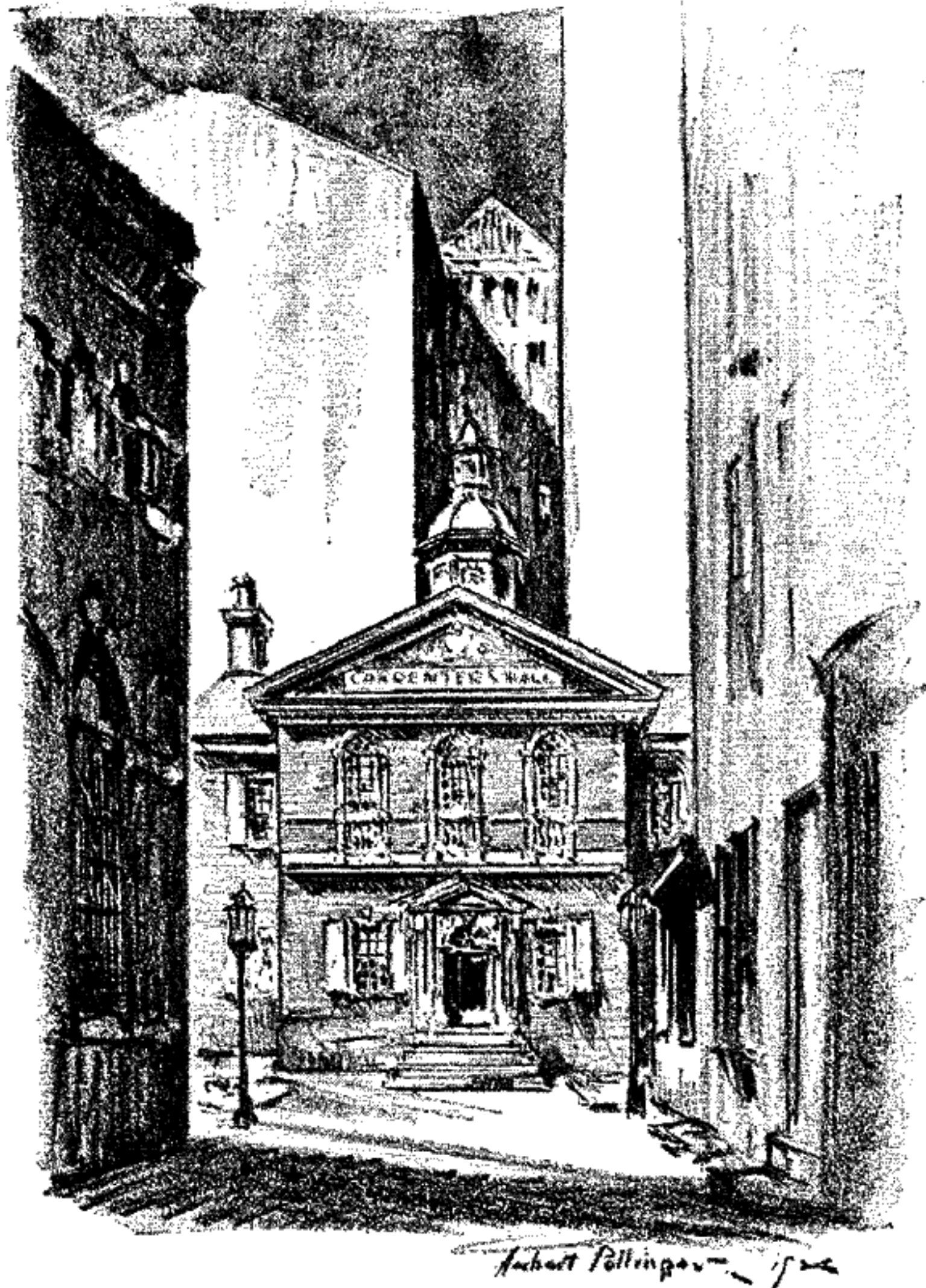
For many years, imprisonment and exile had been the lot of this sect; but in 1680, through the efforts of their zealous young leader, Penn, King Charles II granted to them a vast tract of land along the Delaware River, the grant canceling a great debt which the English Crown owed the Penn family.

During the summer of 1681, three shiploads of emigrants sailed for the new colony, and a deputy governor was sent out. He carried instructions from Penn to deal justly with all the people—the new English colonists and the Swedes, Dutch and Indians already there—and to make a treaty of friendship with the Indians. Penn himself was not ready to go to America until the next year, 1682, when he sailed in the ship "Welcome," of a type conforming to that of the vessel pictured in the initial illustration on this page.

Penn's treaty with the Indians is famous. It was a simple statement of mutual faith and good-will, which was not sworn to, or ever recorded, but which neither white man nor Indian broke during the seventy-odd years when the Friends controlled the government of the colony of Pennsylvania.

In February, 1683, the capital, Philadelphia, was founded; and in 1701 was granted its charter by Penn. The colony prospered from the start. It continued under the control of Penn's heirs or deputies until 1779, when their claims to soil and jurisdiction were purchased by the Pennsylvania Legislature.

A famous figure, which is always associated with the life of the growing young city during the middle of the



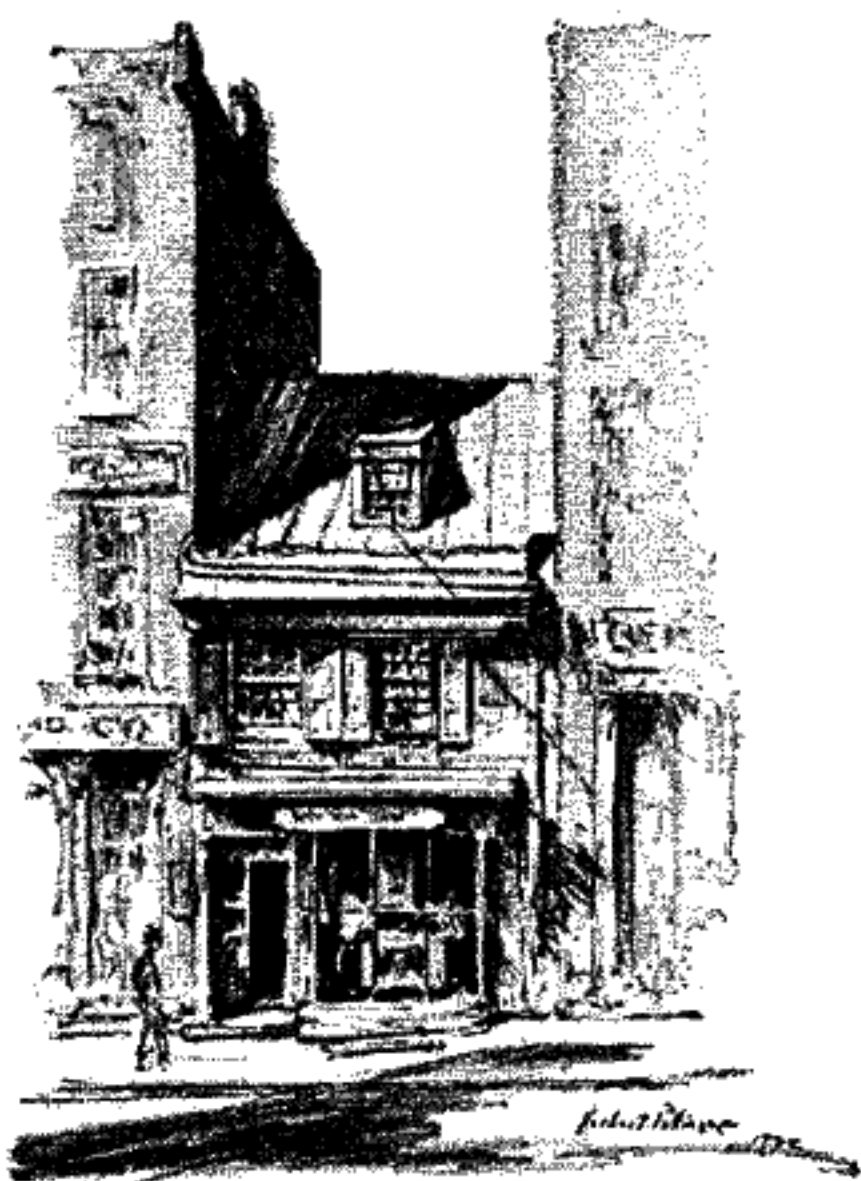
CARPENTERS' HALL

At the head of a court running south from Chestnut Street between Third and Fourth. The First Continental Congress met here in 1774 to frame measures which led to the Declaration of Independence

Eighteenth Century, is Benjamin Franklin, whose grave in old Christ Church burying-ground, at Fifth and Arch Streets (see Historical Map, Page 33) is viewed by thousands of visitors every year. Although born in Boston, the young printer came to Philadelphia when seventeen. By 1730 he was established as a stationer and newspaper printer, and from thenceforward to the end of his life exercised an increasing influence on public opinion. As one historian says of him:

"He united Quakers, churchmen, and German and Irish settlers, in opposition to British pretensions and in sympathy with American ideals and principles.... He made Pennsylvania the foremost American colony at the outbreak of the Revolution, by being himself the best public business man who ever lived."

The story of the Quaker City during the Revolution is almost the same as a history of the Revolution itself. The first formal convention to assert Colonial rights assembled on July 15, 1774, in Carpenters' Hall (still standing, on Chestnut Street near Third: see opposite page). The first Continental Congress met there September 4, with delegates from all the provinces.



BETSY ROSS HOUSE

At 239 Arch Street, in which, under Washington's direction, was made the flag with 13 stars and 13 stripes, adopted by Congress, June 14, 1776, as the National Flag.



eng. - Robert Bellinger. - 1872

Courtesy of the Philadelphia Electric Company.

OLD CHRIST CHURCH

On Second Street above Market. Washington, when President, worshipped here, as did Franklin and other members of the Continental Congress. Erected in 1727 on the site of a former church founded in 1695, it possesses a chime of bells and a communion service presented by Queen Anne

This Congress made the last appeal to Great Britain before resorting to arms. Its second session was held in May, 1775. On July 2nd, behind closed doors, Congress adopted the famous resolution, offered on June 7th by Richard Henry Lee and seconded by John Adams, commencing: "*Resolved, that these united colonies are, and of right ought to be, free and independent States.*"

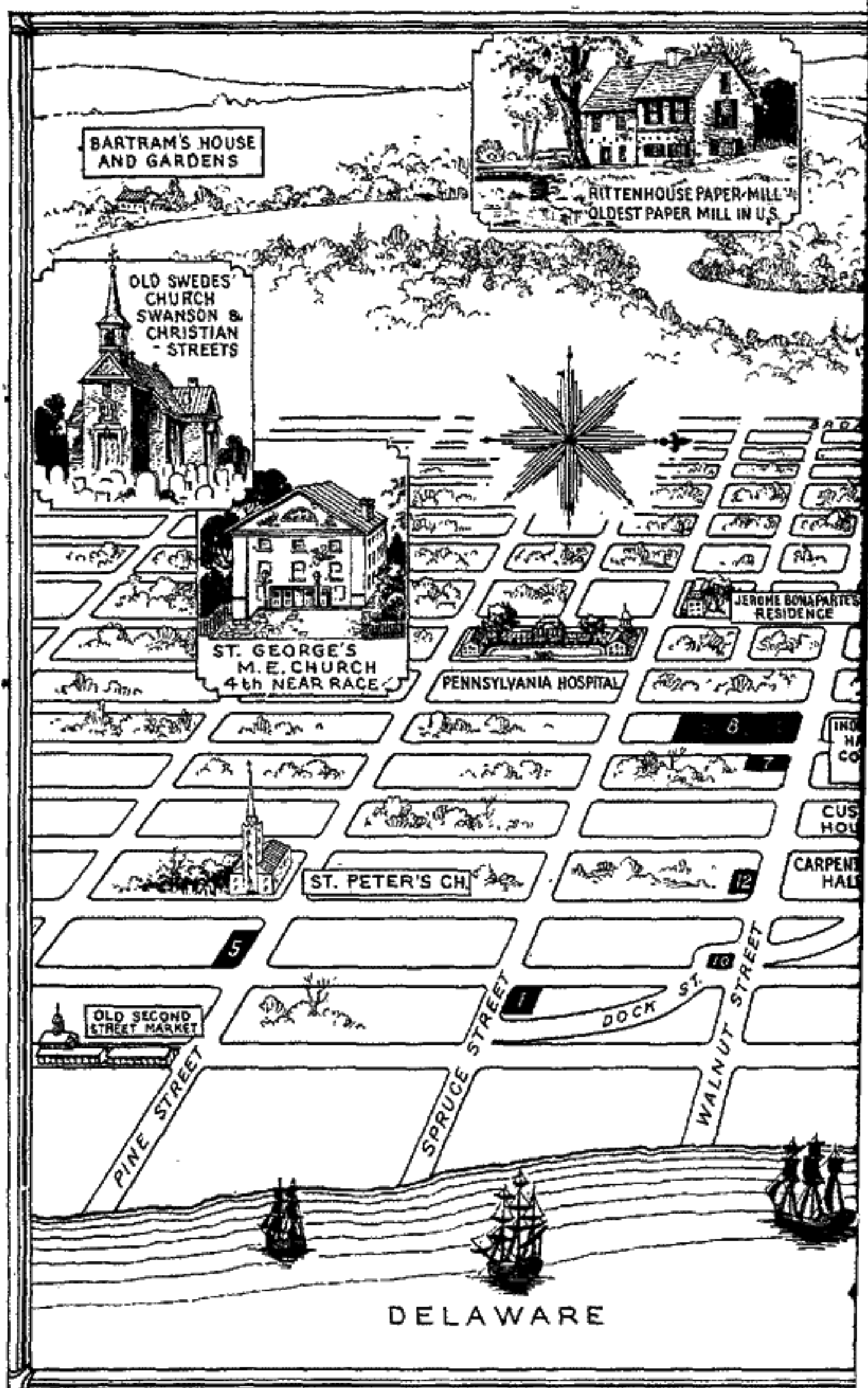
On July 4th the Declaration of Independence was passed.

These memorable proceedings took place in the State House at Sixth and Chestnut Streets, now become a sacred shrine of patriotism, and known all over the country as Independence Hall. Here hung the great bell that pealed forth the tidings—the "Liberty Bell," which is still to be seen in the main corridor of the State House—and in the yard fronting on Walnut Street, now called Independence Square, the Declaration was read publicly on July 8th.

This historical masterpiece was drafted by Thomas Jefferson in his lodgings at the southwest corner of Seventh and High (now Market) Streets. The house stood until 1883.

Much of the activity of the War and, after its close, in the building of the new nation, centered around Philadelphia. In the summer of 1787 came the framing of the Federal Constitution in the State House. In May, General Washington was elected President by the delegates representing twelve States. Efforts were made to induce the new government to make Philadelphia its capital. Congress, meeting in New York in July, 1790, designated the District of Columbia as the permanent capital, but provided that for ten years the seat of government should be Philadelphia; and Congress and the executive officers of the government took quarters there the following winter. The residences and offices of President Washington and his associates were nearly all located between High (Market) and Spruce, and Front and Eighth.

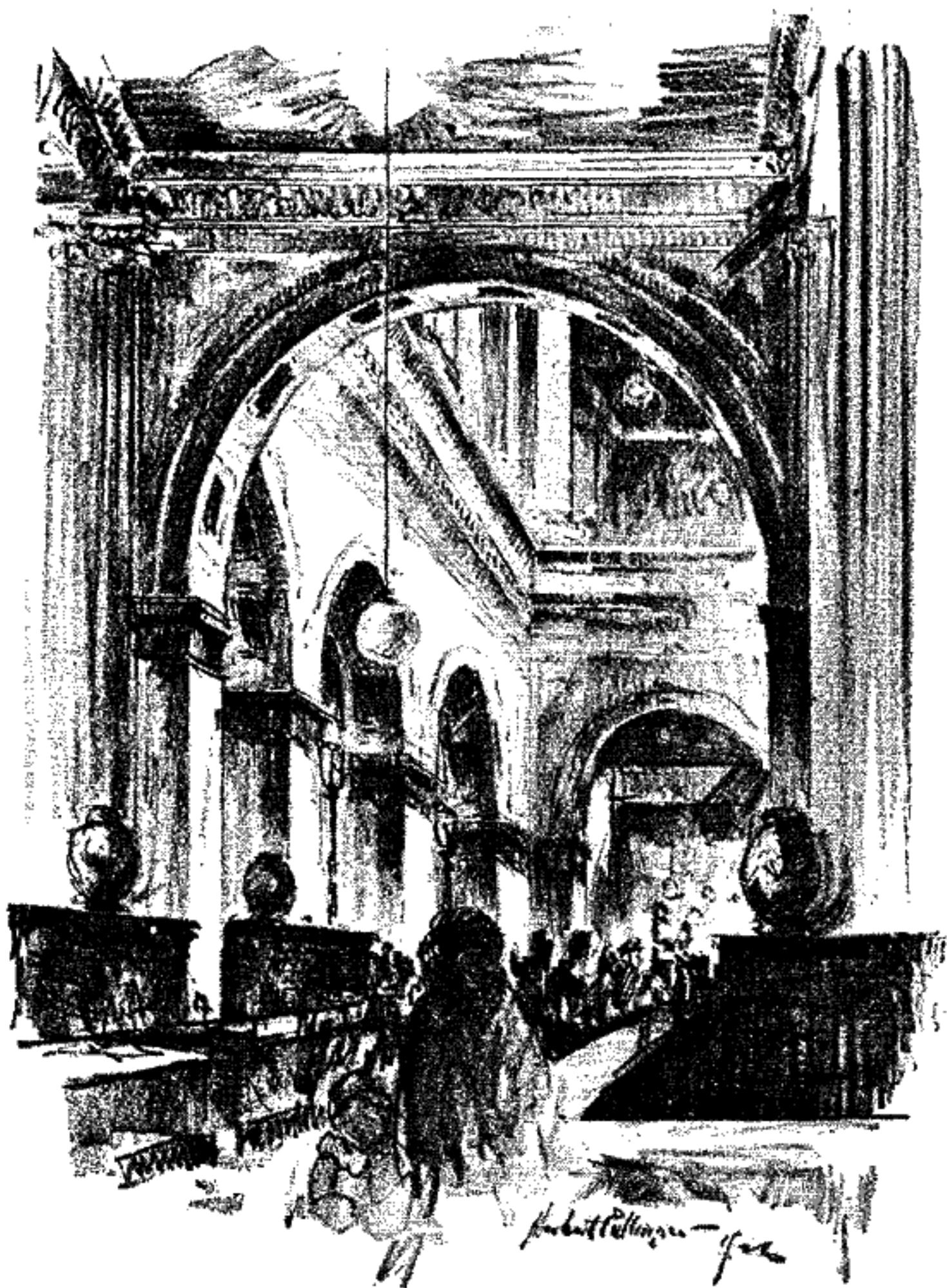
With the establishment of the Federal Government in the Quaker City, the story of Old Philadelphia may be said to close.



HISTORICAL MAP OF PHILADELPHIA



BUILDINGS ILLUSTRATED ARE STILL STANDING



MAIN AISLE, THE WANAMAKER STORE
A VISTA OF ARCHES

The
Wanamaker Store
Philadelphia

"A Landmark of Labor and a Signature in Stone to the power of Concentration and Co-operation in Mercantile Pursuits, under Freedom of Competition and the Blessing of God."

FROM THE INSCRIPTION ON THE TABLET OF
DEDICATION FOR THE NEW HOUSE OF BUSI-
NESS. WRITTEN BY PRESIDENT WILLIAM
HOWARD TAFT.



1 9 2 6

Thirty-five

LET THOSE WHO
FOLLOW ME CONTINUE
TO BUILD WITH THE
PLUMB OF HONOR
THE LEVEL OF TRUTH
AND THE SQUARE OF
INTEGRITY EDUCATION
COURTESY AND MUTUALITY

John W. Wamake

FOUNDER'S TABLET

Inlaid in letters of gold in one of the great marble columns of the Grand Court, the above inscription is taken from the original inscription made by the Founder on the capstone of the Store building

HOW THE NEW WANAMAKER BUILDING CAME TO BE

FOR many years there was a famous Philadelphia landmark near the corner of Sixth and Market (then High) Streets — the home of George Washington while he was President of the United States. The building later became the Schuylkill Bank, an institution memorable in the city's financial history, and in time gave place to "Oak Hall," the men's clothing store which in 1861 marked the beginning of John Wanamaker's business career.

Vividly interesting is the story of the evolution of that great business during the succeeding sixty years, as told in the first "Golden Book of the Wanamaker Stores." When its growth demanded larger quarters it was moved up to its present site, the corner of Market and Thirteenth Streets, where Philadelphia's first High

School had once stood. The ground was at that time occupied by the Pennsylvania Railroad Freight Station.

Although this place was then, in 1876, many blocks



OAK HALL

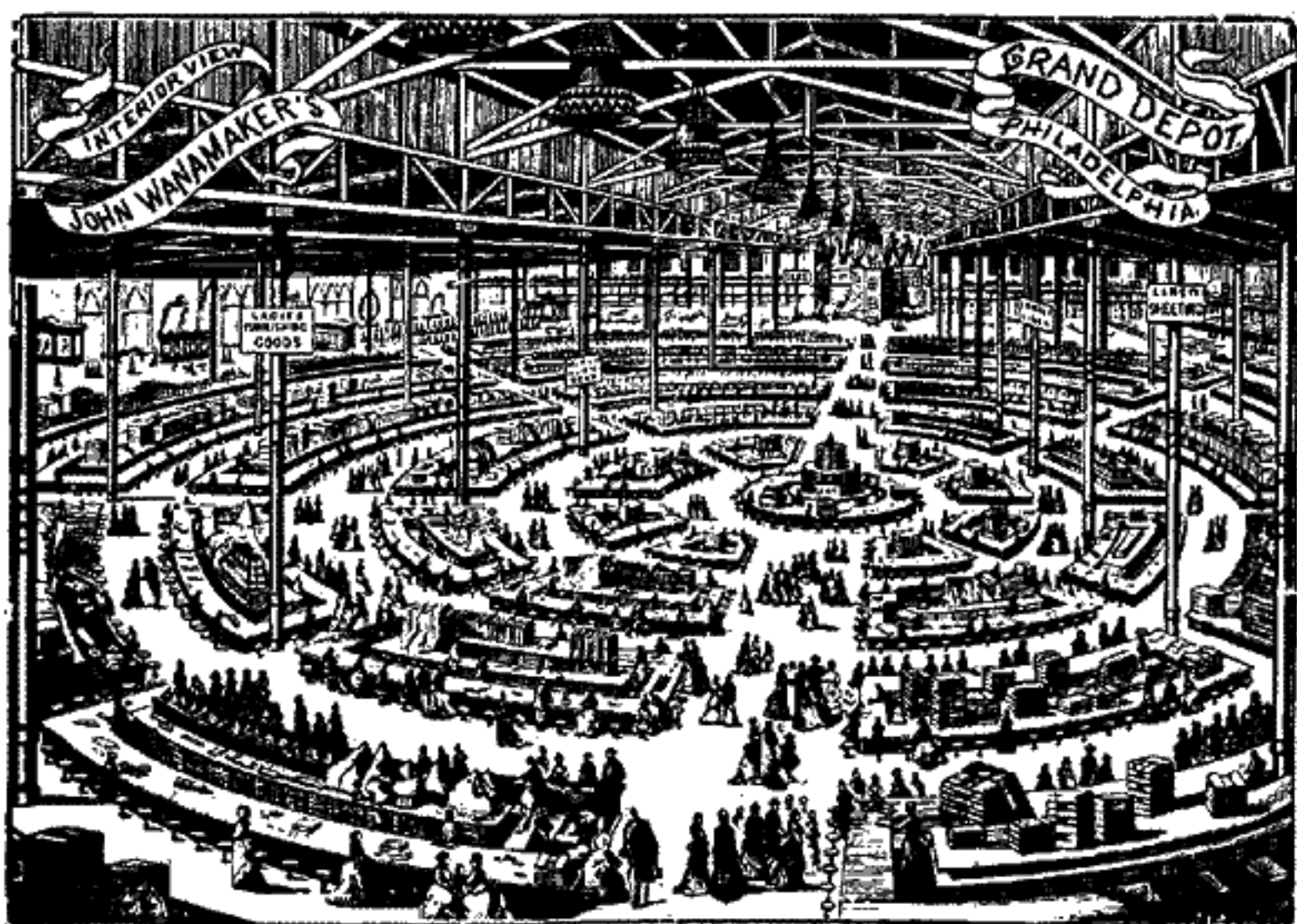
At Sixth and Market Streets, 1861



THE "GRAND DEPOT"
As it looked in its Earlier Days

from the heart of the city, the wisdom of choosing it as the Store's site was not long in being vindicated. The "Grand Depot," as the new store was called, was a notable building in its day, but in time proved too small for the mercantile activity that developed within it. In a few years the Store had pushed through to Chestnut Street—across the alley that used to divide the block—and by 1883 occupied the whole block from Market to Chestnut, between Thirteenth and Juniper Streets. By the early nineties it was evident that another and larger building must replace the Grand Depot.

On February 22, 1902, the first spadeful of earth was turned for the foundations of the present Wanamaker Store—the largest and most beautiful building in the world devoted to retail merchandising. During the ten years required to build, business went on without interruption, one section of the new structure being erected at a time, until the whole was completed and occupied by the end of 1911—the Golden Jubilee Year of the Wanamaker Stores.



TOURS OF THE WANAMAKER STORE



HIS great Store, with its many features of interest, well repays a thorough inspection. Visitors are invited to join the parties made up regularly in the Rendezvous, on the Eighth Floor, near the Tea Room. A guide accompanies each group, and the times of departure are 10, 12, 2.00 and 3.30. From three-quarters of an hour to an hour should be allowed for the tour.

Store tours also leave from Visitors' Headquarters, Eighth Floor, Market, every hour and every half-hour.

The Great Exhibition of Great Britain
was held at Hyde Park
London from May 1st to Oct 15. 1851
Prince Albert the Prince
Consort of
Queen Victoria
was at the head of it &
active in promoting its success
The Centennial Exhibition was
held in Fairmount Park
Philadelphia from May 10 to Oct 10
1876
and so far as known surpassed
any Exhibition ever held

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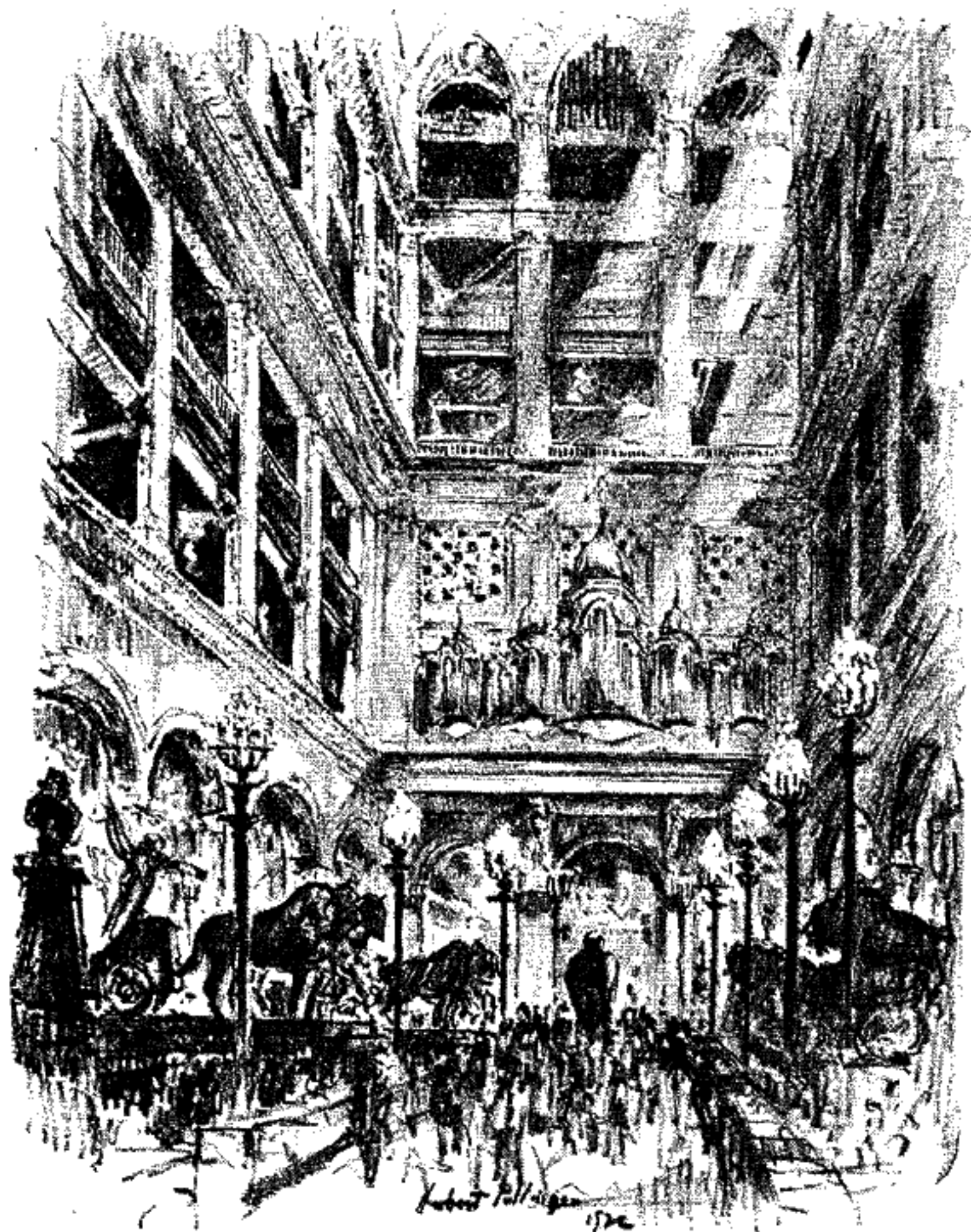
AND PUBLISHED IN OCTOBER, 1921

2 Forty-five years have
rolled by since 1876 and
1926 will complete
another half century -
To many it seems eminently
proper to celebrate a
Sesqui-Centennial
to take note of the progress
of the United States and to
bring together all the
nations of the world
into peaceful competition
for supremacy & mutual
brotherhood.

Exhibition ever held. Forty-five years have rolled by since 1876, and 1926 will complete another half century—

To many it seems eminently proper to celebrate a Sesqui-Centennial not only to take note of the progress of the United States, but to bring together all the nations of the world into peaceful competition for supremacy and mutual brotherhood.

John W. Wamaker



THE GRAND COURT OF THE WANAMAKER STORE
SHOWING THE GREAT ORGAN

THE GRAND COURT

Is an Embodiment of Beauty, Dignity
and Spaciousness



FIRST to claim the admiration of the visitor who enters the Store is the spacious Grand Court, rising from the Main Floor in the center of the Store, and containing the Great Organ—the largest organ in the world. The Court is 112 feet long, 66 feet wide, and seats 14,000 people. Around the several galleries which open on it, on seven floors, no fewer than 25,000 people can listen to the playing of the organ.

On the occasion of the dedication of the Store at the close of its Jubilee Year—December 30, 1911—the Grand Court, cleared of its counters and cases, was the scene of brilliant ceremonies. More than 35,000 invited guests thronged Court and galleries. On a platform erected on the west side of the Court were seated the special guests and speakers, including eminent Federal, State and City officials, foreign Ambassadors, representatives of the Army and the Navy, well-known bankers, merchants and professional men, and others distinguished in various capacities. Mayor Blankenburg presided, and Governor Tener introduced President William Howard Taft, who made the Dedicatory Address.

The Wanamaker Chorus of 500 voices sang two odes, whose words and music were written especially for the Dedication. The Great Organ and the various Wanamaker musical organizations—bands and orchestra—furnished other music. It was a noteworthy occasion, full of color and interest for all those who took part in it, but memorable chiefly because of the honor conferred by the visit of the President of the United States.

The architecture of the Court is Ionic and Corinthian, its dome rising 150 feet above a series of Italian and Greek



THE GREAT BRONZE EAGLE
IN THE GRAND COURT, WANAMAKER'S
The only thing of its kind in the world

marble arches. From these arches classic and stately columns rise, floor above floor, toward the higher series of groined arches which support the lofty dome. The floor is paved with Tennessee marble.

The south end of the Court contains a gallery, above which is the organ loft. The gallery itself is for use of the Military Band of the Store, and accommodates about 100 musicians. At one side of this gallery is an enclosure containing the "console," or keyboard, from which the Great Organ is played. A detailed description of the Great Organ, of unusual interest to the professional organist and the layman alike, will be found on Pages 47 and 48.

THE GREAT BRONZE EAGLE

In the Grand Court



IN THE center of the Grand Court is an impressive sculpture in bronze, representing an eagle, splendid in its beauty and majestic in its proportions. Many pause to admire it, and indeed, it is the only thing of its kind in the world.

Originally made for the Louisiana Purchase Exposition (St. Louis, 1904) it was purchased by the Wanamaker Store at the close of the Exposition. It is a magnificent example of modern metal art, and is valued at \$10,000.

The dimensions of this titanic work are: length from head to tip, 9 feet 10 inches; height, 6 feet 6 inches; width, 3 feet 3 inches. Weight of eagle, 2500 pounds; of granite pedestal, 4500 pounds.

All the parts—the heavy plates that form the inner structure, as well as the feathers and other surface parts—were made separately, and wrought by hand with chisel, file and hammer. Every individual feather on the head and body was modeled and fitted in place by hand, involving more than five months of labor by a large number of highly skilled craftsmen. There are 1600 feathers on the head alone, and 5000 on the whole eagle.

RADIO BROADCASTING STATION WOO

The Wanamaker Store



ANAMAKER'S was the first store in America to erect wireless towers, and has maintained Marconi communication between New York and Philadelphia since 1911. Its station, whose signal is WOO, is one of the principal radio stations in the United States.

The powerful radio broadcasting machinery of this station is located on the Eleventh Floor. The broadcasting hall, a specially prepared sound-proof room, with necessary musical instruments and electrical equipment for sending out news, speeches, concerts and varied entertainments, is on the Second Floor, adjoining Egyptian Hall. From here are sent out many concerts, organ recitals, lectures, et cetera.


Station WOO is the official weather-forecasting station of the United States Government for Philadelphia. It retransmits the Arlington time signals (Naval Observatory time clock) every day (Sundays excepted), at noon, and every evening at 10 o'clock. United States weather forecasts are broadcast at 11.30 A. M. and 10.02 P. M., Eastern Standard Time.

Highly developed special apparatus for broadcasting the Great Organ is installed in the Grand Court. The recitals of the Organ, the largest musical instrument in the world, broadcast through WOO, have been heard in Paris, in London, in South America, in California and in Oregon.

On March 4, 1925, Station WOO participated in the broadcasting of the inaugural address of President Coolidge, which was the first inauguration ceremony to be broadcast. WOO was heard in South Africa, Norway, and throughout the British Isles.

THE WANAMAKER GREAT ORGAN

The Largest Organ in the World

HE Great Organ in the Grand Court delights many thousands of music-lovers passing through the Store each day, the regular brief recitals being given at the hour of opening the Store, again at 11 A. M., and shortly before the Store closes. Originally erected at the St. Louis Exposition in 1904, it was brought from there to the Wanamaker Store. Thirteen freight cars were needed to transport it, so incredibly numerous are the parts that go to make it; 25 cars would be required to transport it as it is today. This Store is the largest building in the world containing an organ, and the acoustics of the Grand Court—so different from those of a church or an auditorium—demanded some delicate adjusting, and, in fact, a complete rebuilding and enlargement, of this great musical instrument.

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 and 47 feet high. Within an enclosure near by, on the east side of the Grand Court on the First Floor, is the console, at which the player sits, the keyboard being connected with the pipes by an electric cable 150 feet long.

The console is composed of five manual and pedal keyboards from top to bottom—the Echo, the Solo, the Swell, the Great, the Choir and the Pedal. The Ethereal is played from the Solo or the Echo.

The organ has an array of couplers quite remarkable—34 altogether. All manuals are expressive except the first division of the Great Organ. In expressive powers and tremolants the organ is peculiarly well equipped.

Details of the Organ's Construction

It weighs over 375,000 pounds.

More than 120,000 feet of lumber were used in its construction.

The organ as rebuilt for this Store in the Wanamaker organ shop is over 80 per cent. larger than originally.

Total space occupied by organ and blowers, 118,602 cubic feet.

The blowers furnish an aggregate column of air at varied pressures of 20,800 cubic feet per minute. If these same blowers were built for five-inch wind pressure, they could furnish 85,000 cubic feet of air per minute.

The incandescent lights strung along the organ chamber would be enough to light the streets of a small town.

The main console weighs one ton.

Each manual has 61 stops.

The combination action is adjustable at the keyboard.

The number of pipes is 18,195, including percussion stops, and of speaking stops, 234.

A piano; a Celeste; two sets of chimes, major and minor; gongs—all these are played from the keyboard of the console.

There are eight swell boxes, operated by five pedals.

There are seventeen regulators, having a total area of 496 square feet.

Of these 234 speaking stops, 53 are of reed.

There is a ten-rank mixture on the pedal organ—a feature which is unique in this organ.

Lengths of pipes range from three-fourths of an inch to 37 feet 9 inches.

The largest pipe is of wood, 32 feet long, 27 inches wide, and 32 inches deep in the middle, and weighs 1,735 pounds. It is so large that two men can crawl through it, side by side, on their hands and knees.

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

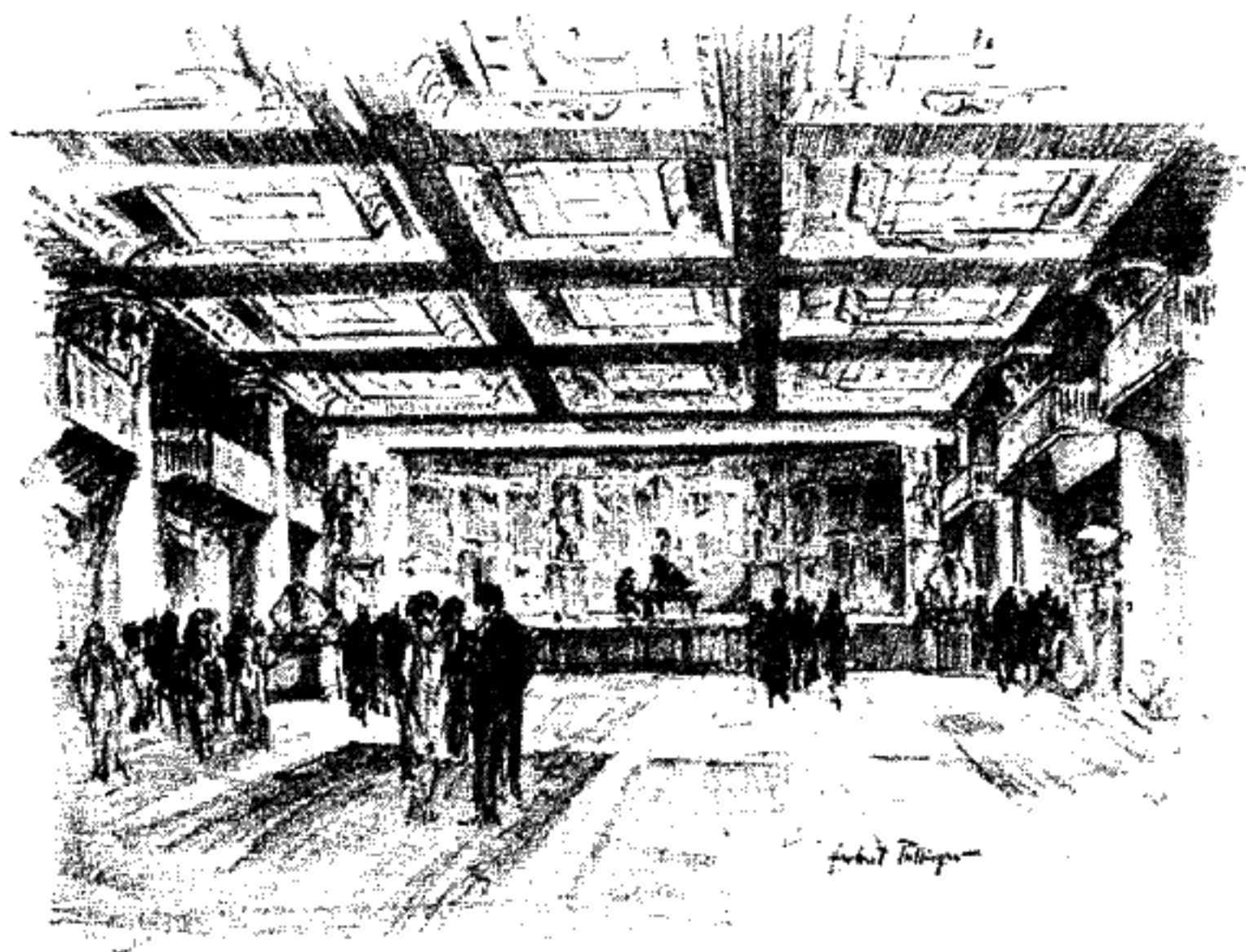
There are more than 14,000 open electric circuits inside the organs.

EGYPTIAN HALL

Where Music-Lovers Will Find
the Greatest Pianos in the World



IT IS no small achievement to revolutionize the selling of pianos—to lift merchandise of such nobility out of the bondage of unfair and undignified barter. Yet this is what the Wanamaker Piano Stores have done since 1899. The entirely new principles then announced were regarded with skepticism and disfavor by “the trade”; but they have been justified many times over by the character and extent of the patronage which the Wanamaker Piano Stores enjoy today.



EGYPTIAN HALL

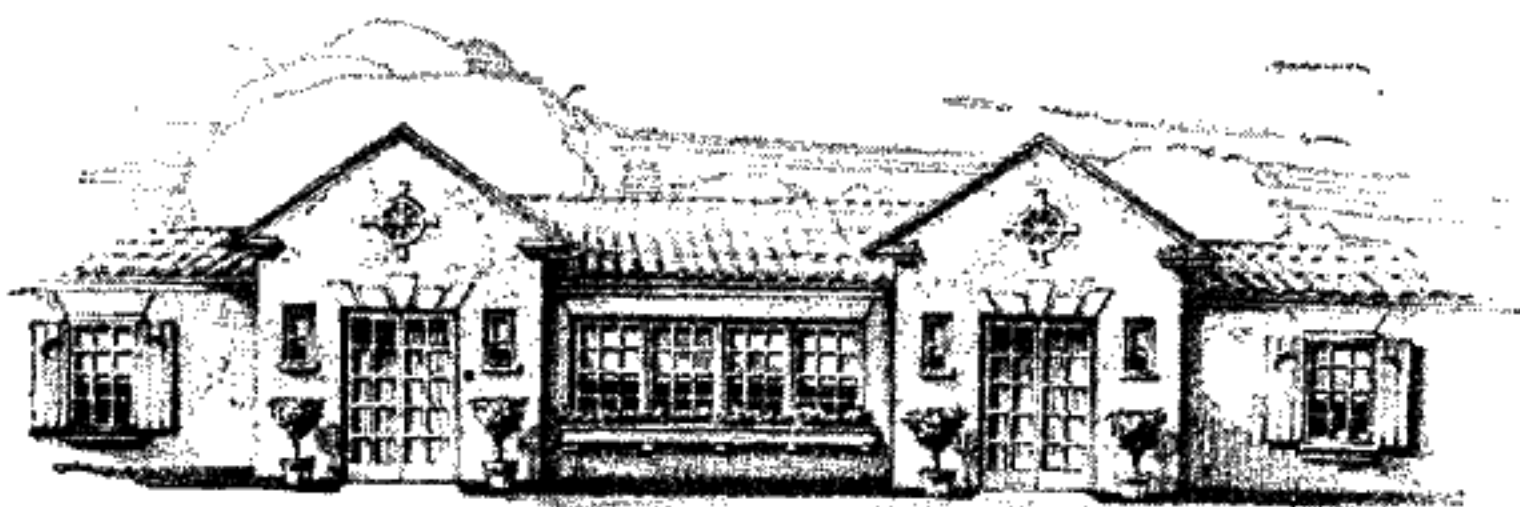
(As it appears with the floor cleared of pianos)

People like to buy in a trustworthy piano store, which puts just one plain, honest price on each price-ticket, and holds to that, with no possibility of haggling; a store which tells the absolute truth about its pianos; which puts the "time" and the "cash" purchasers on precisely the same footing, so far as the actual price of the piano is concerned, and sets a really fair estimate on the value of used pianos taken in exchange.

The chief of the interesting rooms where Wanamaker pianos are sold is Egyptian Hall, an immense auditorium on the Second Floor, Market, filled with a collection of fine instruments. These are removed when a public concert is to take place. This hall, seating 1400 people, was planned in Egyptian design, Egypt having been the earliest nation to cultivate the art of music.

Adjoining are several smaller rooms—Greek Hall, Moorish Room, Byzantine Chamber, Empire Salon and others—the whole forming a unique background to a musical activity which does not by any means stop with the selling of musical instruments. The Wanamaker Store has always had its part in the musical education of the public, and has, moreover, done much to train its younger employees in music. Egyptian and Greek Halls are frequently used for free public concerts, illustrated lectures, musical festivals, and the like. Both hold fine organs, and the platform in Egyptian Hall seats a chorus of several hundred.

The musical organizations among Wanamaker Store employees include the John Wanamaker Commercial Institute Military Band, the Junior Boys' Military Band, the Girls' Military Band, a Bugle and Drum Corps of boys and one of girls, and the Robert C. Ogden Association Band, composed of colored employees.



THE "BUDGET HOUSE"

THE LITTLE HOME THAT BUDGET BUILT



RARELY does a week pass, that the number of visitors to "The Budget Home," as it is often called, does not run high into the hundreds.

This charming little house, which stands on the East Aisle, Sixth Floor, was opened in April, 1923, and was viewed by more than 50,000 persons within the first few weeks. It contains two model furnished apartments. The two apartments, "A" and "B," contain five rooms each (including kitchen, but not bath). They are furnished, however, on different scales of expenditure, to demonstrate how attractively and economically either the simplest home or the more luxurious one can be furnished at Wanamaker's. Each apartment represents the standards of requirement of a refined American home. Itemized lists of the furnishings of both apartments can be had on request. All the contents of the apartments are for sale, and this causes the settings to be changed almost daily, which adds to their charm, since every time one visits Wanamaker's there is always something new to be seen in the Budget House.

Of course, the Budget Service is not limited to giving information regarding the furnishings of the two apart-

ments in the Budget Home. There is a Budget Director, whose specialized knowledge of economies and of merchandise are placed at the disposal of all who call to consult with her regarding the expenses of home maintenance in general, and of home furnishing in particular. She will give, without any charge or obligation, information regarding budgets, credits, prices and deliveries, special orders, and the features of a simple, practical, dignified plan, unexcelled in the liberality of its terms, for financing the furnishing of a home upon a system of deferred payments, which is available through the Wanamaker Budget Service.

A FURNITURE STORE

Notable for Its Standards, Its Performances
and Its Service



Someone once said quaintly, in the period of New England's literary and intellectual pre-eminence, that "There is human nature, and there are the Beechers."

Similarly, it may be said that there are stores selling furniture, and there is the Wanamaker Furniture Store! Famous for decades, a byword for reliability in its qualities and its service, it is the largest store of its kind in the world. It covers more than six acres, (being distributed over the Sixth, Fifth and the Seventh Floors) and includes in its vast stocks every worth-while wood and period design, and every piece of furniture needed for a worth-while home.

In short, it is a furniture store that is more than a furniture store. To visit its displays, particularly the superb collections grouped in effective settings at the Chestnut Street end of the Fifth Floor, and the rare importations and unique bits to be found in the Little House

(Sixth Floor, Juniper) is like wandering through a museum of fine furniture.

Here are to be found the finest examples of the best American cabinetwork. Notable features include an interesting group of Early American pieces; some ancient and valuable tapestries; hand-decorated furniture, done in our own studios, in some instances from designs exclusive to Wanamaker's.

There is a competent staff of interior decorators, whose service knows no limits of distance—complete houses in Hawaii and Japan have been furnished from here. Advice of all kinds regarding selection of furniture is freely given.

THE LITTLE GRAY SALONS



FOREMOST among the spots in this great Store that attract women shoppers are the delightful rooms known as the Little Gray Salons. They form a series annexed to the various departments which sell women's apparel, and are planned to give seclusion from the usual shopping crowds, and to enable customers to select their purchases under the most ideal conditions of comfort, privacy and artistic atmosphere. To many women this opportunity, so seldom offered in this country, makes shopping a real delight.

These quiet little gray rooms are French in design, being furnished, finished, mirrored like the charming shops in the Place Vendôme and the Rue de la Paix. They are splendidly lighted by real daylight, from wide windows; while the comfortable fitting-rooms are well lighted by electricity, which gives an opportunity for an evening gown in especial to be displayed in its natural surroundings.

In all of these Salons the merchandise shown is most exclusive and beautiful. The saleswomen in charge may be called on for careful help and intelligent suggestion when these are needed.

The Little Gray Salons devoted to outer apparel—on the First Floor, Chestnut—are especially appealing to

every woman. Here are evening gowns, wraps, coats, suits, afternoon and walking dresses, garments for women and girls who ride horseback, and mourning apparel—all displayed in beautiful and appropriate settings.

On the Second Floor, Chestnut, are the charming rooms given over to French millinery, as well as the Fur Salons and the Young Women's Salons. Above these, on the Third Floor, are a series of salons where one may find corsets, blouses, silk slips and petticoats, lingerie from Paris and elsewhere, and all sorts of garments and accessories for babies and children up to six years of age.

The Children's Hair-cutting Shop is at the Juniper Street end of these Salons; and at the Thirteenth Street corner is the Salon de Beauté, where, amid surroundings of daintiness and refinement, women may avail themselves of expert service, at moderate charges, in hair-dressing, shampooing, chiropody, manicuring and facial massage.

THE MEN'S CLOTHING STORE



HIS great Store is full of evidences of growth and evolution, but nowhere, perhaps, is this progress more marked than in the Men's Clothing Store on the Third Floor. What it started from is shown on Page 37 in the quaint old drawing of Oak Hall, at Sixth and Market Streets, where, in 1861, John Wanamaker began his career as a merchant.

The clothing business begun there has grown into the largest men's clothing business in the world; and on the mercantile principles there enunciated, this whole great Store has been built.

For men, at least, the Clothing Store is indeed one of the things of greatest interest at Wanamaker's—with its great area, abundant light, intelligent service, and its crystal cases full of an immense variety of garments. Finally, it offers the assurance of a strictly "All-Wool" policy, adopted early in the business by its Founder, and never departed from.

JEWELERS AND SILVERSMITHS' HALL



ESTABLISHED twenty-nine years ago, this section is one of the "beauty spots" of the Wanamaker Store. But while its brilliant displays command admiration, its service is practical and comprehensive, for it would be hard indeed to think of any article in either jewelry or silverware, however simple or however splendid, which cannot be found in these vast stocks.

Entering the Main Floor from Chestnut Street, by the Central or the East doorway, one finds that side of the Main Floor given over to the sale and display of these precious wares: an impressive picture, with rows on rows of crystal cases, framed in vermillion mahogany, and reflecting back the lights from the thousands of crystal prisms which glitter from the numerous great chandeliers which hang from the lofty ceiling. The floor is paved with Tennessee marble.

In the Silver Court (East Aisle) are displayed a great variety of sterling silver services and single pieces, in a wide choice of period and other fashionable designs; some patterns being exclusive to this Store. All sterling silver sold at Wanamaker's is 925/1000 fine.

The eye of the connoisseur lingers with interest upon a unique collection of old English hall-marked silver, of periods ranging from the Tudor to the Georgian.

The plated silver carried in the Wanamaker stocks is of famous makes.

Among many noteworthy features in the Jewelry Store may be mentioned its fine collections of diamond and platinum jewelry, and of Oriental pearls; also its collection of the best American and imported watches.

In connection with Jewelers and Silversmiths' Hall is maintained a Costume Jewelry Store of unusual excellence; a section of Social Stationery, including fine engraving and heraldic designs, and an exceptional collection of clocks of many kinds.

A GREAT BOOKSTORE



O lover of books can afford to pass through Wanamaker's without giving himself a taste of that fascination which a really good bookstore always possesses—the true bookish charm that characterizes the one built up here.

A many-sided store this! for with all its wide range of beautiful, luxurious, and rare books—the bibliomaniac's delight—it is also indisputably a "popular" bookstore, having literature for every taste, from the latest novel to the rarest works of old authors and printers.

Here "many men of many minds" rub elbows, hunt their old favorites and find new treasures.

THE GRAND CRYSTAL TEA ROOM and Adjoining Banquet Rooms



HE Grand Crystal Tea Room is the chief of a splendid series of rooms, constituting a feature of the Store which should not be missed. Situated on the Eighth Floor, they command a superb view of the city and of the Delaware River—from the Pennsylvania Railroad Bridge above to the League Island Navy Yard below.

The Grand Crystal Tea Room is the largest dining-room in Philadelphia, and one of the largest in the world. Alone, it covers a floor area of 22,000 square feet. The seating arrangements easily accommodate 1400 diners at a time, and the average daily number served is 3000. The ventilation system provides a supply of air equal to 1,250,000 cubic feet an hour.

The general treatment of the room is after the mode of the Renaissance. In many respects it is modeled after the famous tea room in the house of Robert Morris, the financier of the Revolution, which stood at the corner of Sixth and High (now Market) Streets; the location at which,

years after (1861), the foundation of the Wanamaker business was laid. The woodwork is oak, in Circassian brown finish, with highly polished flooring of oak parquetry. From the remarkable lighting plan the room gets its name "Crystal." Between the great oak columns, rows of beautiful crystal reflecting chandeliers hang from the ceiling, and when these are all alight throughout the immense room, the effect is brilliant beyond description.

East of the main Tea Room are three smaller rooms in somewhat the same design, constituting the men's section. The room nearest to the stairway is the Coronation Red Room. Adjoining this is the Golden Jubilee Room, serving luncheon to men, or to men accompanied by women. In both of these rooms, smoking is permitted. At the end is the Imperial Blue Room, used chiefly for private luncheon parties and small dinners. The Golden Jubilee Room is named for the jubilee of the Wanamaker Store; the other two, in honor of the coronation of King George and Queen Mary.

The two rooms on the west of the Tea Room consist of the French Banquet Salon and the Mirror Room, both of them fine examples of the highly decorated and artificial types which they represent. The French Banquet Salon, which will accommodate three hundred diners at a sitting, is in Louis XVI style, finished in soft gray. The room next to it, in which Louis XV types prevail, is called the Mirror Room. Here small private luncheons are served.

The Tea Room is open during Store hours, serving breakfast in the morning, luncheon in the middle of the day, and afternoon tea from three o'clock on. There is a large regular menu, with special dishes in season.

The big kitchens designed to supply these dining-rooms can serve several thousand persons at once, and are modern and convenient to the last degree. There is ample equipment for the serving of ten thousand oysters, and the big ovens will roast seventy-five turkeys at once.

The kitchen is equipped with numerous baths and lockers for the use of its employees.

WHERE TO DINE IN THE STORE

Grand Crystal Tea Room, Eighth Floor, Chestnut.
Buffet, Eighth Floor, Market.

Dairy, The Gallery, Central.

Soda Fountain Lunch, Down Stairs Store, Chestnut.

THE WANAMAKER DOWN STAIRS STORE

Containing Dependable Merchandise
at Moderate Prices



IN THE Down Stairs Store the need of many years has been filled for Philadelphia people—their need of a kind of low-priced store, different from any before existing, in which they can buy, for little money, yet under the most pleasant conditions, really dependable merchandise.

The Down Stairs Store, as it has existed since March, 1916, is the fruit of long deliberation and earnest planning, tested and sounded from every angle by experiment and experience. It is not in any sense separate from the rest of the Store, but is an indissoluble part of the Wanamaker business, devised by the Founder of the business, and based on the principles which have successfully guided the Store since 1861.

The Down Stairs Store occupies the whole of the floor below the Street Floor, and also part of its galleries. It has three great straight, open aisles through from Chestnut Street to Market Street, and other aisles crossing these. In its construction, lighting, ventilation and cleanliness were assured by instructions to the engineers in charge to leave nothing undone in behalf of the comfort of customers and employes.

THE INNER LIFE OF THE STORE

The John Wanamaker Foundation



THE purpose of the John Wanamaker Foundation is to provide assurance of comfort in old age, care in sickness, and provision for the family in time of death. It gives to the members of the Store Family an added interest in the prosperity and earnings of the Wanamaker business.

The foundation consists of the following divisions:

PENSIONS: To care for old age or permanent disability after twenty years' service.

INSURANCE: To provide for dependents at death.

RELIEF: To give immediate assistance when sick or hurt.

FIRST AID: To furnish competent and efficient aid, including hospital care, in disability emergent from accident or sickness.

RECORD: To preserve accurate data of each employe.

The John Wanamaker Commercial Institute

The John Wanamaker Commercial Institute is the body of younger employes of the Wanamaker Store, organized for educational purposes.

All members belong to its military organization, and are required to drill for two thirty-minute periods each week. The pupils of the Continuation School have regular physical training, in addition.

A military camp, maintained at Island Heights, N. J., for vacation purposes, gives every member of the J. W. C. I. a chance to enjoy a happy, healthful outing. There competitive drills, athletic contests and yacht races are held.

Employes between the ages of 14 and 16 are required, by the State laws of education, to attend school, outside the building, eight hours a week, or one morning and one afternoon a week.

vators. All are of the "plunger" type, direct hydraulic; which means that the plunger piston travels up and down through a hole drilled through the solid rock directly under the elevator to a depth corresponding with the height that the elevator travels. The plunger in each instance rests upon a column of water which, in its descent, it displaces, and hence cannot fall. Besides these, there are 10 electric dumb-waiters from the stockrooms direct to the selling floors, and four double spiral chutes, from the top of the Store to the sub-basement; all of these for the quicker handling of merchandise.

Power and Light for the Store.—These are furnished from the outside, by means of the gigantic Wanamaker power plant, on Ludlow Street, near by. Installed in this plant are:

Eight 600-horse-power high-pressure water-tube boilers.

Three 500-horse-power vertical compound steam engines.

Two 1500-horse-power vertical compound steam engines.

Three high-duty pumps, two steam-turbine pumps of a combined capacity of 16,000 gallons per minute.

A Refrigerating Plant, consisting of two 75-ton ice machines and other paraphernalia necessary to a high-class refrigerating plant, furnishes cold air for the kitchen and the fur storage vault.

The Electric Plant has a capacity of 3050 kilowatts, or 27,700 amperes, of current—the equivalent of more than 75,000 incandescent 40-watt lamps. The plant is easily capable of developing 25 per cent. more than these figures.

Heating and Ventilation.—The air in the lower floors of the Store is changed every six minutes, being removed by suction as fresh air is admitted. All air comes in through an air-wash, which removes dust and suspended matter, and is also, in winter, passed through heating coils. The upper floors are heated by direct radiation, and the ventilation is secured by the admirable arrangement of high and wide windows, high ceilings, and the great air-shaft in the center of the Store.

PIONEER PRINCIPLES

of the

WANAMAKER STORE



MORE than sixty years ago, in the earliest days of what was to become the great Wanamaker business—days when the boy John Wanamaker was struggling to make a little store successful, and dreaming of changes which were to revolutionize retail merchandising—in those days there grew up some Pioneer Principles.

The principles which this young merchant formulated for his men's clothing business were startling, radical, unheard of among shopkeepers and shoppers alike. The modern generation can hardly realize that store practices which are now taken for granted were quite unknown sixty years ago. It was for John Wanamaker to originate them, persist in them, and prove their value to the public.

Here are the principles for which the Wanamaker business stood over half-century ago. They are still its cardinal points:

1. *To have one absolute, fixed price, plainly marked and not to be changed by argument, for every piece of merchandise.*

2. *To sell only trustworthy goods, labeled truthfully; to sell as "wool" only what was genuinely all wool, and to mark mixtures as such; to label "seconds" honestly, even if the people could not tell the difference.*

3. *To welcome people to the Store without urging them to buy.*

4. *To take back purchases that proved not satisfactory, and refund the money.*

5. *To establish new, fair and agreeable relations between merchant and customer, with confidence and satisfaction on both sides.*

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