

To the Visiting Knights and Their Ladies the Wanamaker Store Takes Particular Pleasure in Throwing Open All Its Hospitalities

THE Wanamaker Store as it stands today is one individual's contribution to the commercial greatness, the dignity and the fame of Philadelphia. Like many other works of man, it was once a vision in a young mind, but, unlike many other visions, it was wrought into a reality—not, however, without long and patient toil and thought.

It is much easier to build a great store than to build a great institution.

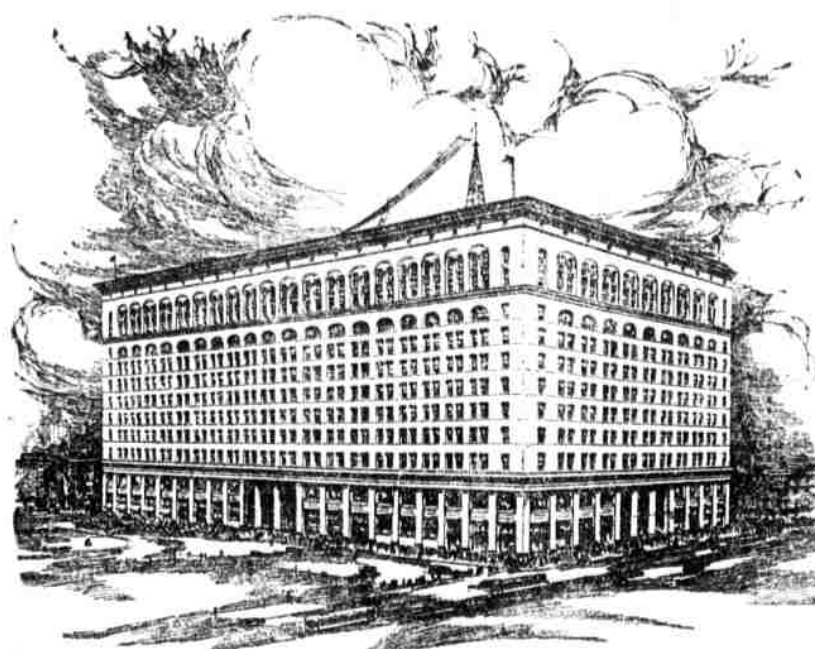
To be a great store and at the same time a great institution is to be a thing of great public interest.

A store of that kind must have an atmosphere, a pervading individuality. Moreover, it can have no duplicates

And it is always itself, never looking anywhere else for inspiration or guidance.

Our friends who best know this store tell us they can easily feel the individuality of it. You cannot find much individuality in an institution unless it has a vision back of it. This store is the working out in practice of an independent ideal, the outcome of that particular kind of concentrated vision belonging to a mind that can trust itself to go forward upon new and unexplored paths.

This is true leadership, and we want to tell of some of the things that have come of it, hoping that our Knights Templar friends and their ladies will be interested by them, and that they will feel free and welcome to take advantage of all the hospitalities and courtesies we can offer.



parties made up regularly in the Rendezvous on the Eighth Floor, near the Tea Room. A guide accompanies each group and three-quarters of an hour to an hour should be allowed for the tour.

The Grand Court

The most impressive structural feature of the Wanamaker building is the Grand Court, rising majestically from the center of the Main Floor and having for a background the Great Organ. Around the seven galleries which open on the Court on seven floors twenty-five thousand people can listen to the strains of this wonderful instrument.

The Grand Court was the scene of impressive exercises incident to the Store's dedication by President Taft at the close of the Jubilee Year, December 30, 1911.

The architecture of the Court is Ionic and Corinthian, its dome rising 150 feet above a series of Italian and Greek 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 the use of the Military Band of the Store, and accommodates about one hundred musicians. At one side of this gallery is a curtained enclosure containing the two "consoles," or keyboards, from which the Great Organ is played—one being movable and operated by the organist, the other being a stationary console played by a mechanical player.

The Great Organ in the Grand Court

is the largest organ in the world and weighs over 375,000 pounds. It was originally erected at and for the St. Louis Exposition in 1904, and after being brought to the Wanamaker Store was rebuilt to proportions 80 per cent larger than it was before. It contains 18,146 pipes and 232 speaking stops. The largest pipe is of wood, 32 feet long, 27 inches wide and 32 inches deep in the middle. It is large enough to admit of two men crawling through it side by side, on hands and knees.

The Organ delights many thousands of music-lovers passing through the Store each day, and several times in the course of the day it plays either music or chimes.

The Great Crystal Tea Room

The great Crystal Tea Room is the largest dining room in Philadelphia and one of the largest in the world, covering as it does a floor area of 22,000 square feet and seating easily 1400 diners. It derives its name from its remarkable lighting effects, received from the rows of beautiful crystal reflecting chandeliers suspended from the ceiling between its great oak columns.

The Tea Room is the chief of a remarkable series of superbly appointed rooms, situated on the Eighth Floor and commanding a splendid view of the city and the Delaware

River, and constituting a feature of the Store which should not be missed: The great Crystal Tea Room, the Imperial Blue Room, the Coronation Red Room, the Golden Jubilee Room, the French Banquet Salon, the private Mirror Room, the Rendezvous and the extensive modern kitchens.

Egyptian Hall

is a magnet of attraction to music-lovers. It is an immense auditorium, planned and decorated in the Egyptian style of art, seats 1400 persons, and has been the scene of much interesting public speaking and of many fine public concerts. The platform can accommodate a chorus of several hundred. It contains a fine organ.

When not being so used, it is filled with a remarkable collection of fine musical instruments.

Greek Hall

also contains an organ and is at times used as a concert hall or for lectures. It is one of a series of attractive smaller rooms—including Moorish Room, Byzantine Chamber, Empire Salon and others, adjoining Egyptian Hall, which are also devoted to the display and sales of pianos.

University Hall

located on the Eighth Floor (Market), is a spacious auditorium which was opened in October, 1915, as a center of the higher educational activities of the employees of the Store.

The Institutional Life of the Store

One of the ideals of the Wanamaker business has always been the training of its employes to greater usefulness and self-development, and two schools within this building are dedicated to this purpose.

The John Wanamaker Commercial Institute and

The American University of Trade and Applied Commerce

In these institutions the employe receives a good education in common branches and business courses, with technical or occupational training, gymnastic work, military drill and instrumental and vocal music. The younger boys and the girls attend school for several hours each day, and there are also evening classes for those older.

Social clubs and entertainments add a healthy note of recreation, and matters of health and hygiene are carefully watched by a competent medical staff, whose services are free.

Interest in music is fostered by singing classes, a military band and a choral society. The military organization of the boys has six companies, forming the "First Regiment, J. W. C. I.," and drilled according to United States Army regulations. Athletic activity among the girls consists chiefly of basketball and tennis matches. The Store athletic association—the Meadowbrook Club—has a running track and game courts on the roof of the Store.

A Few Facts Regarding the Wanamaker Building

HEIGHT

From sidewalk, 217 feet (12 stories), from sub-basement, 281 feet (14 stories).

LENGTH

480 feet, width 450 feet.

TOTAL FLOOR AREA

Nearly 45 acres, or 2,000,000 square feet.

FIREPROOF AND SCIENTIFICALLY VENTILATED

STYLE OF ARCHITECTURE

Roman-Doric.

INTERIOR CONSTRUCTION

Concrete and marble on a framework of steel.

EXTERIOR

Maine granite.

ELEVATORS

Fifty passenger elevators of the safety-plunger type, located in double banks in the firewalls and sixteen freight elevators.

POWER AND LIGHT

These are furnished from the outside by means of the gigantic Wanamaker power plant on Ludlow street nearby.

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 all 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 airshaft in the center of the Store.

The Wanamaker Store in Philadelphia

is visited every year by thousands of sightseers from all over the world, and nearly all of them say that it is

"the most wonderful Store in the world"

To us this is nothing remarkable, knowing as we do that the object of the Founder was to make "the most wonderful Store in the world."

The area and dimensions of the Store run into impressive figures.

We want you to remember that the spirit of Wanamaker Store service and the courtesy and welcome that await visitors are in proportion to the figures and in every way in keeping with all the wonderful features of the building in which they are offered.

Store Tours

This great Store with its many features of interest well repays a tour, and visitors are invited to join the

Public Hospitalities and Conveniences

INFORMATION DESK Main Floor (Juniper street)	SHOPPING ASSISTANTS Main Floor (Juniper, Central)
KNIGHTS TEMPLAR INFORMATION DESK Grand Court, Main Floor	LOST AND FOUND The Gallery (Juniper)
TELEPHONE BOOTHS Rendezvous, Eighth Floor (chestnut) Mezzanine Floor (Juniper)	LOST AND FOUND (VALUABLES) Eighth Floor (Central)
TELEGRAPH OFFICE Main Floor (Juniper)	RESTAURANTS Grand Crystal Tea Room, Eighth Floor (chestnut) Imperial, The Gallery (chestnut and Central) Soda Fountain, Down Stairs Store (chestnut)
POSTOFFICE Main Floor (Juniper, Central)	TRANSFER DESKS The Gallery (Juniper), Main Floor (Juniper)
WAITING ROOMS Mezzanine Floor (Juniper) Rendezvous, Eighth Floor The Gallery (Juniper, Market)	SUBWAY ENTRANCES Main Floor, from Down Stairs
CHECKING ROOMS Mezzanine Floor (Juniper) The Gallery (Juniper) Rendezvous (Eighth Floor chestnut)	

JOHN WANAMAKER PHILADELPHIA