

WANAMAKER'S

THIS STORE WILL BE CLOSED ALL DAY MONDAY

WANAMAKER'S

WEATHER
Unsettled

What a Wonderful Store Is Wanamaker's!

Every Day Is a Day Going By

What thy hand findeth to do, do it with thy might, and do not put off until tomorrow what should be done today, even be it true that you were born with a disposition to postpone, which you always taught yourself to believe was precaution, but which you have since found out to be simply plain, old-fashioned, easy-going procrastination, with a big P—R—O.

When you have a thing to do

DO IT!

and get it off your mind.

See today's new things that arrived here yesterday.

[Signed]

John Wanamaker

May 28, 1921.

A Great Bookstore

All that mankind has done, thought or gained or been, is lying as in magic preservation in the pages of books. They are the chosen possession of men.—Carlyle.

NO LOVER of books can afford to pass through Wanamaker's without giving himself a taste of that charm 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. Those interested in foreign publications will find them on the tables in this bookstore almost as soon as they are published abroad, and all magazines are ready on publication day.

Interesting Facts About The Store

THE new Wanamaker Store occupies an entire city block in the heart of Philadelphia, next to City Hall, covering an area 480 feet long and 250 feet wide. It rises to a height of 247 feet above the sidewalk, being twelve stories in height above ground and two stories deep below the street. Foundations extend 12 feet below this, or 46 feet below the street.

Total height—From sub-basement floor to roof, 281 feet.

Total floor area—Nearly 45 acres, or 2,000,000 square feet. This would make a path 250 feet wide and 1 1-3 miles long; or, if laid out on Market Street, would cover its width from Delaware Avenue out to Forty-fourth Street.

Style of architecture—Roman-Doric.

Interior construction—Concrete and marble on a framework of steel. The walls of each story are carried independently. Any one of the stories could be removed without disturbing the other stories.

Exterior—Maine granite.

Fire protection—The building is divided into

three cross sections by two fire walls running from Thirteenth Street through to Juniper Street. These three sections are known as "Market," "Central" and "Chestnut." Openings at three points through each wall, on each floor, are provided with double fire doors, which close automatically in case of fire. In these walls are spacious fire towers—two on Thirteenth Street and two on Juniper—extending the height of the building and each containing two stairways; these are always lighted and open, and are accessible instantly from any part of the Store.

Elevators—Fifty passenger elevators, located in double banks in the fire walls, and sixteen freight elevators. 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 cushion of water which, in its descent, it displaces, and hence cannot fall. Besides these there are ten 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.

Four high-duty pumps, equal to a capacity of 9000 gallons per minute, for the elevator service; the house service pumps are in addition.

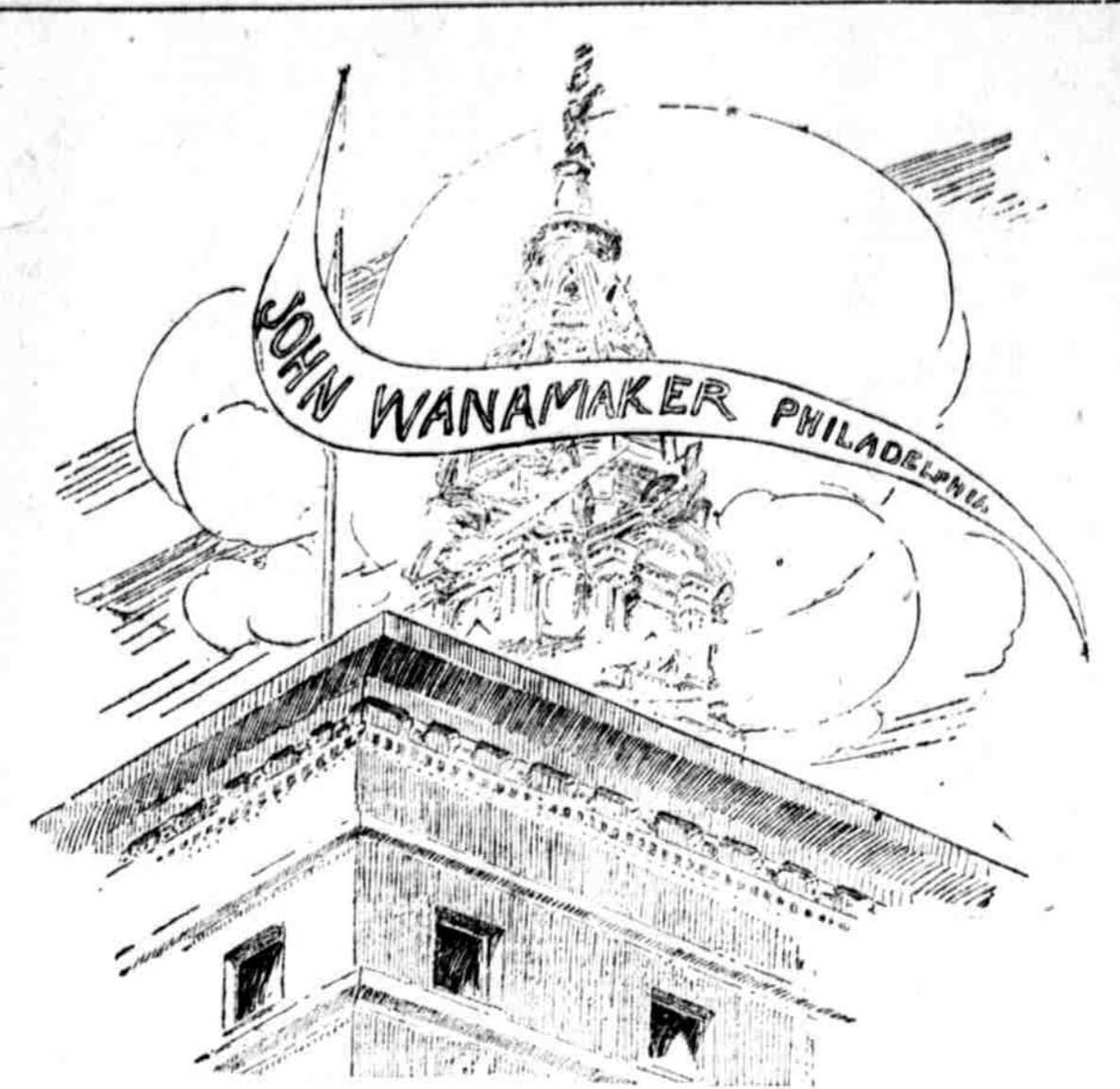
A refrigerating plant—consisting of two 75-ton ice machines and other paraphernalia necessary to a high-class refrigerating plant, furnishes cold air for the kitchen and the fur storage vault. For the fur storage alone the ice machine produces, in cold, the equivalent of one hundred and fifty tons of ice daily, to keep the temperature of the vault at the desired point.

The electric plant has a capacity of 3050 kilowatts, or 27,700 amperes, of current—the equivalent of 5500 arc lights, or more than 55,000 incandescent lamps of 18 candle-power. The plant is easily capable of developing 25 per cent more than these figures.

The Down Stairs Store

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

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



High and Airy

as a mountain peak is the top of this great Store.

And one feels something of the exhilaration of the mountain top on coming into it.

The cool marble floors, the lofty ceilings, great windows, and, above all, the ever-fresh, pure air make it a "different" kind of Store.

People tell us they can shop here for hours with no sense of fatigue, whereas a very short time in most other stores exhausts them.

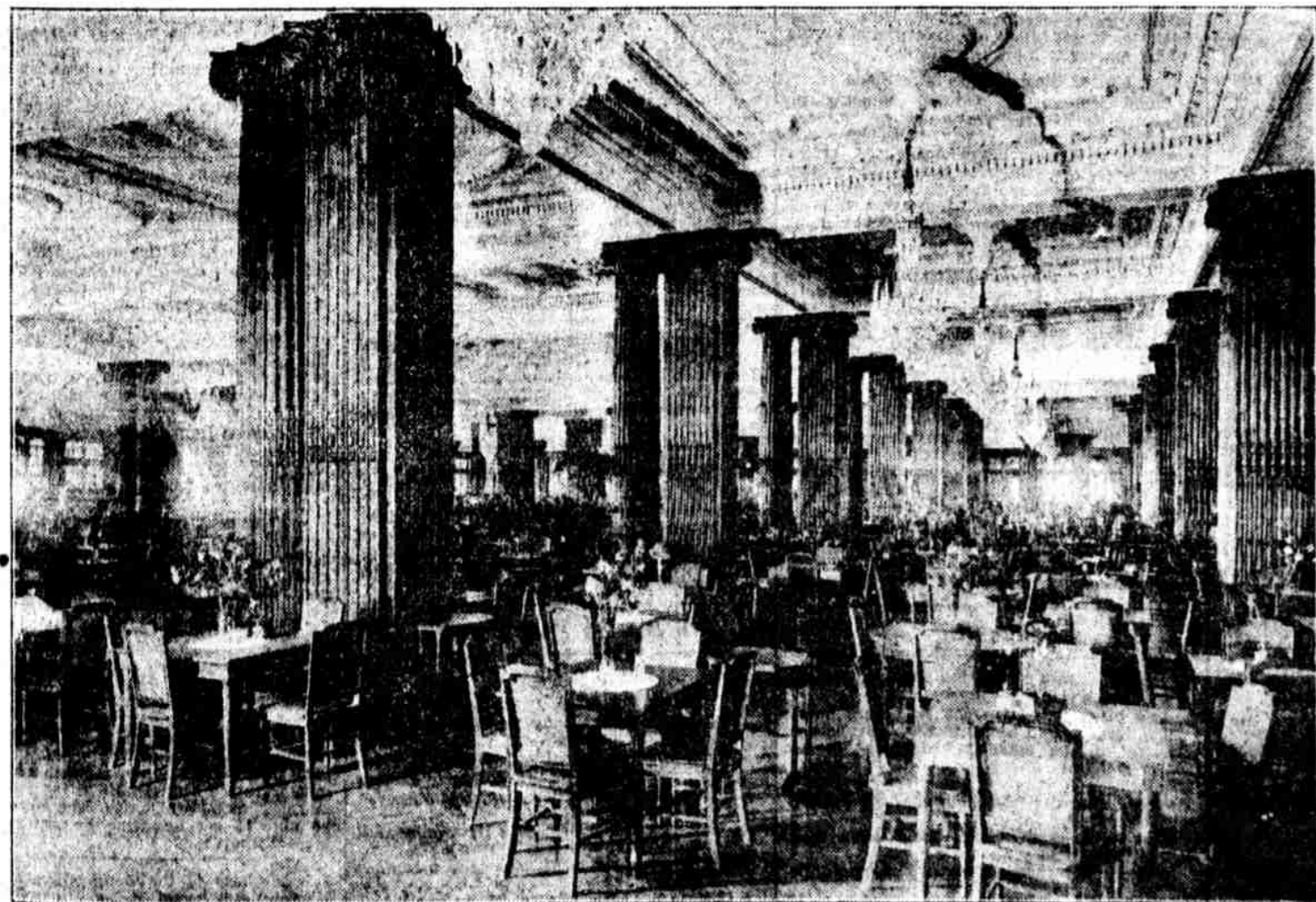
Nothing uses up one's vitality more quickly than impure air.

The air in this store is the next thing to outdoors. On the lower floors it is completely changed every six minutes. The stale air is removed by suction as the fresh air comes in. It is not only fresh air, but washed air. It is passed through an air-wash that cleanses it of all dust and impurities.

This fresh, clean-washed air, together with

the lofty ceilings and great windows of the upper floors, and the great air-shaft in the center of the building, give the shopper at Wanamaker's an atmosphere that is exhilarating rather than exhausting.

As summer comes on, the coolness and freshness of the air in this great building is even more apparent.



The Largest Dining Room in the City

From two to three thousand visitors eat luncheon daily in the Great Crystal Tea Room of the Wanamaker Store and its adjoining rooms—more than lunch at any four of the largest hotels.

This 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 at a time.

It derives its name from its remarkable lighting effects, received from the rows of beautiful crystal reflecting chandeliers suspended from the ceiling between the great columns.

The Tea Room is the chief of a remarkable series of handsomely appointed rooms situated on the eighth floor: The Great Crystal Tea Room, the Imperial Blue Room, the Coronation Red Room, the Golden Jubilee Room, the French Banquet Salon and the private Mirror Room.

Their windows command a splendid view of the city and the Delaware River. On the hottest Summer day a cool breeze blows through. An orchestra plays throughout the luncheon period. And "Wanamaker Tea Room food" is a synonym for all that is delicious in the art of cookery.



Have You Seen These \$75,000 Tapestries?

Hurried away from destruction in the French Revolution—hanging in an old chateau in Normandy for more than a century—shown now in the Wanamaker Store—this is a history in brief of the five remarkable old tapestries that fill the walls of the Gobelin Salon on the Fifth Floor.

They were woven after the cartoons of the celebrated artist, Dubreuil, in one of those interesting old Paris ateliers, afterward merged by Louis XIV into the Gobelin tapestry works.

To save them from harm or confiscation in the French Revolution they were tucked away in Normandy—where they stayed until we brought them to America.

The tapestries picture five episodes in the life of the mythological goddess Diana, and are considered so remarkable for their fine workmanship, as well as their history, that they are valued at \$75,000. New medallions were woven into the borders after 1793.

They are quite large, measuring from 8x12 feet

to 11x16 feet, and are splendid examples of this beautiful old art of woven picture-making, which came into fashion when Queen Matilde, in the eleventh century, celebrated in needlework the victories of her husband, William the Conqueror.

Lovers of tapestries will find a number of other interesting old examples hanging about the Store—in the Jewelry Store, on the Main Floor; in the Interior Decorating Rooms, on the Fifth Floor, and elsewhere.

Each has a history and deserves a story to itself!