John Wanamaker

- Merchant, opened “Grand Depot” at 13th and Market
- Pioneer of the department store concept/one stop shopping
- Ran full length newspaper ads, had a restaurant in store, created fixed prices for merchandise, believed in truth-in-advertising, idea which exist today in stores
- Provided education for his employees and summer camp for their kids
- Was Postmaster General and started rural delivery, parcel post, banned lottery sales and started the postal savings system.

Primary Sources

John Wanamaker Collection, 1827-1987
The John Wanamaker collection includes correspondence, financial volumes, scrapbooks, albums, estate and legal papers, store records, publications, photographs, financial files, sales portfolios, sound recordings, glass negatives, and deeds. This rich and extensive collection is arranged into five series and spans over 150 years. It details the history of Wanamaker’s store in Philadelphia and its influence as a major city retailer during the 19th and 20th centuries. There is also material that documents Wanamaker’s activities concerning social reform and cultural attitudes. There is information on his work as postmaster general, including information on weather and why mail was not delivered, and on his religious and political activities.
Collection #2188

http://www2.hsp.org/collections/manuscripts/w/Wanamaker2188.html

Philadelphia Gazette Publishing Company records 1905-1934
The Philadelphia Gazette Publishing Company published The Philadelphia Gazette-Democrat, a German-American newspaper. The collection consists of five scrapbooks of clippings and correspondence relating to that newspaper.
Collection #3469
The “Tie-on” Blouse
The very newest idea in women’s waists

And this is the way it looks after it is put on—the smartest, dressiest waist on sale today. (Tie the ribbon and adjust the waist.)

With its many rows of edelweiss the “Tie-on” will give great service and satisfaction. It may be worn in any style, yet it may be tied in the most attractive manner. It is the most comfortable and the most ornamental of all waists. It is the most ornamental to women’s dressing. It is the most ornamental to women’s dressing. It is the most ornamental to women’s dressing. It is the most ornamental to women’s dressing.

JOHN WANAMAKER, NEW YORK
Annals of the Wanamaker system: its origin, its principles, its methods, and its development in this & other cities.
by John Wanamaker, published 1899
Call number: Wf*.86 v.1

Maxims of life and business
by John Wanamaker
Call number: Gw.0272

Secondary Sources

John Wanamaker
by Gibbons, Herbert Adams, published 1926
Call number Biog.E 664 .W24 G4 1926

John Wanamaker: King of Merchants
by William Allen Zulker, published 1993
Call number UPA E 664 .W2 Z8 1993