

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>

Digital images: http://digitallibrary.hsp.org/index.php/Detail/Collection/Show/collection_id/35

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



Frederick M. Yost Collection on John Wanamaker's department store publicity 1861-1985

Chronicles several decades of displays and promotions at John Wanamaker's department store. The collection includes papers and scrapbooks documenting public relations, advertising, special events, and store design and display. Also included are internal office memos, photographs of displays and their construction, architectural drawings, news clippings, and many materials pertaining to the elaborate Christmas displays and light shows that were a tradition at Wanamaker's. Collection #3440

(The "Tie-on" Blouse Wanamaker advertisement, from John Wanamaker Collection #2188, Box.FF 91B.2, Digital Archive item #1406)

John Wanamaker

137 photoprints depicting activities and structures related to Wanamaker's store, including portraits of Wanamaker and photographs of him lying in state.

by Philadelphia Record - Part of Photograph Collections

Call number: V7:3596-3606; V7ov:91

An address prepared for my fellow workers in Philadelphia and partly spoken in the first section of the new building, on Founder's Day, March 12, 1906.

Call number: Wf* .86 v.1

Wanamaker's: Meet me at the Eagle

Wanamaker's department store is fondly remembered for the massive bronze eagle in the Grand Court, concerts from the world's largest pipe organ, and its spectacular Christmas festivities. In a lecture given on May 4, 2011, at HSP, Philadelphia native and author Michael J. Lisicky takes a nostalgic journey through the history of the store, from its beginnings as a haberdashery to the final poignant closing of its doors.

<http://hsp.org/history-online/media-library/audio/wanamakers-meet-me-at-the-eagle>

Mr. Wanamaker's address to the aisle managers of the John Wanamaker Store, Philadelphia in relation to the Saturday closing during July and August, May 27, 1914

Call number: Wf* .86 v.1

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 .W24 Z8 1993