

Wanamaker Marketing and Advertisement
Annotated Bibliography
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Bradley, Patricia. "John Wanamaker's 'Temple of Patriotism' Defines Early Twentieth Century Advertising and Brochures." *American Journalism* 15.2 (1998): 15-35.

This twenty page journal article gives all of the detailed facts of John Wanamaker's marketing career. The title is just one of the clarifying quotes that Patricia Bradley; a Professor and Chair of the Journalism, Public Relations and Advertising at Temple University, used though out this article, which comes from *A Friendly Guide-Book to the Wanamaker Store 1913*. The use of a source like this as well as referring to actual newspapers and brochures from the Wanamaker era portrays a lucid picture of the new style of advertising that Wanamaker made famous.

The way this article is organized is simple and effective. It begins broadly, recognizing how Wanamaker has "blurred the line between culture and commerce," then narrowing to different sections of his personal life. The article begins to offer the most information in the second section, *Creation of a Wanamaker Nation*. This section lays out the backbone of Wanamaker's beliefs and systems which justifies all of his decisions. His desire to create an honest, community within a store is portrayed in each and every advertisement.

John Wanamaker was made a millionaire by his daily newspaper advertisements. It began in the 1870's in Philadelphia's daily newspaper, the *Public Ledger*. It was there that Wanamaker's became famous for the single column ad. In other newspapers, Wanamaker used display ads as well as two column ads. There were early experiments with the use of John Wanamaker's characteristic signature, logos, and sketches. But what became the Hallmark was the single column ad.

Zulker, William Allen. *John Wanamaker: King of Merchants*. Wayne, PA: Eaglecrest Press, 1993.

This book is a great resource for basic information on Wanamaker, from his life before he became known as the business mogul up to the current condition of the facility of the store, incorporating detailed information on every side note of the business. Chapter Seven, *An Advertising Genius*, is complete with details that were not noted in other sources including exact amounts of money that were spent, a timeline of how things progressed including the timing of construction of the Philadelphia facility as well as the success or failure of a marketing strategy. For example, after the first day of business in 1861 Wanamaker and his partner Nathan Brown counted sales totaling \$24.67. They saved 67 cents for change and put the first \$24 into advertising. They started with 100 foot signs announcing their store. At one point 20 foot balloons were released with an announcement that anyone who found a balloon would be given a suit of clothes. One of the balloons landed in New Jersey, which scared a farmer, he reportedly though he had seen a strange animal or an elephant hiding in the brush. This of course increased

the public's interest in the store and its unusual form of advertising. This comprehensive chapter focuses on the idea that selling merchandise is important but promoting the characteristics of his store was of utmost significance.

“The Ultimate Marketing Machine.” *The Economist* 6 July 2006. 21 July 2008
<http://www.economist.com/business/displaystory.cfm?story_id=7138905>.

This current article reflects on the marketing of the Wanamaker Era versus the changes that have occurred in the past decade. According to the author, “the advertising industry is only now starting to grow out of its century-long infancy, which might be called ‘the Wanamaker era’.” It touched base on the innovative marketing tools that John Wanamaker came up with to promote his department store such as the concept of a price tag to eliminate haggling and he was the first to buy space in a newspaper to promote his stores.

The article points out that “with his precise business mind, he expounded a witticism that has ever since seemed like an economic law: ‘half the money I spend on advertising is wasted,’ he said. ‘The trouble is, I don’t know what half.’” Although for Wanamaker this statement may not have been entirely true considering the shopping Mecca that he created is the backbone for marketing today. The article goes on to talk about the internet, which Wanamaker could not have foreseen and where it is certainly true that half of the money spent on advertising is wasted. The article incorporates the use of last year’s revenues to validate the waste and the accuracy of Wanamaker’s decade old realization. Although things are changing naturally from the revolution of the internet there are still those who like traditional “Wanamaker-era” advertising. Rishad Tobaccowala is one of them. He is a chief innovation officer to one of the world’s largest advertising groups. Tobaccowala feels Wanamaker style television advertisement is like “an atom bomb being dropped on a big city.” Tobaccowala is one of the few that still favors Wanamaker’s original style. Since the Internet had not been a part of his business it is hard to say exactly the decisions that Wanamaker would have made. The rest of this article delves into current day marketing strategies, comparing and contrasting the changes which have occurred as well as relating them to Wanamaker’s way of business.

Stanger, Howard. “The Larkin Clubs of Ten: Consumer Buying Clubs and Mail Order Commerce, 1890-1940.” *Enterprise and Society* 9.1 (2008): 125-138. Project Muse. Drexel University Libraries, Philadelphia, PA. 21 July 2008 <www.muse.jhu.edu>.

This article offers insight on the culture in America at the time Wanamaker was becoming the father of modern advertising. Its primary purpose is to describe the Larkin Company’s “Clubs of Ten” which Stanger notes “provide business historians with an early example of a direct selling organization.” This article also offers extensive information on Wannamaker’s competition as well as his customer at the time. A Pennsylvanians’s idea for the Larkin Company to begin a mail order system prompted another way of retail for the nation. The new Larkin idea of dealing direct from “factory to family” was focused on economy. With a team of women in management positions, they incorporated the selling idea of being economical and offered an extensive list of products from home supplies to furnishings. These women sales teams swept the nation bringing

in a second income. With women partaking in a small job which incorporated getting out of the house and being social came a larger disposable income as well as the need for a destination place to shop. Wannamaker made his debut at a perfect time as people were responding well to the changing culture and needed a way to feel like they were making an impact.

Perkins, John and Craig Freedman. "Organizational Form and Retailing Development: The Department and the Chain Store, 1860 - 1940." *The Service Industries Journal* 19.4 (1999): 123-146. EBSCOhost Business Source Premier. Drexel University Libraries, Philadelphia, PA. 21 July 2008 <web.ebschost.com>.

This extensive article depicts the change in manufacturing after World War I. The paper argues that the distinctive forms of organization at retailers that made the largest impact starting around 1860. The paper compares and contrasts the facilities of the different department stores of the time: Macy's in New York, Filene's in Boston, and Wanamaker's in Philadelphia. Wanamaker is quoted denying his store as a department store due to the items sold there.