

***THE GOLDEN BOOK OF THE WANAMAKER STORES –
MERCHANTISING GENIUS JOHN WANAMAKER CELEBRATES
HIS COMPANY’S FIRST FIFTY YEARS***

Appel, Joseph Herbert, and Leigh Mitchell Hodges. *Golden Book of the Wanamaker Stores – Jubilee Year, 1861-1911*. Philadelphia: John Wanamaker, 1911. Softbound. 318 pages. Illustrated.

The Golden Book of the Wanamaker Stores was published in 1911 to celebrate the fiftieth anniversary (“the Jubilee”) of Wanamaker’s department stores. The book sets out the history of Wanamaker’s from the founding of its home city of Philadelphia through the opening of Wanamaker’s New York store in 1907 and includes chapters on Wanamaker’s innovations in economics and marketing as well as the technological and architectural developments of the store buildings. Wanamaker’s founder, John Wanamaker (1838-1922), is remembered as an early great master in the field of marketing, and this book itself can be seen as an extremely clever marketing concept. What better way to elevate the status and prestige of your establishment than by publishing its comprehensive history in a several-hundred-page book written with the level of detail usually reserved for major events of substantial historical importance? This volume is in fine condition with some slight weakening of the binding.

\$25.00

