

Student Handout 4-A Letter to Wanamaker

John Wanamaker always took people's opinions of his store very seriously, responding to thousands of letters from individuals to answer their questions, correct complaints, or just thank them personally for taking an interest in his store.¹ In the following assignment you will write a one-page letter to John Wanamaker from the perspective of either a shopper visiting his Grand Depot or a worker there. You **MUST** utilize information from each of the following **John Wanamaker and his "New Kind of Store," "Counter Trials: The Shop-Girl Speaks," and Working at Wanamaker's.**

You may want to do the following:

- Describe the store in some detail
- Comment on how Wanamaker influenced the "shopping experience"
- Provide an opinion of Wanamaker and how he treats his workers
- Comment on the opinions of "shop girls"

You will be graded on:

- ✓ Proper punctuation, grammar, and spelling
- ✓ Ideas are clearly presented in a creative story
- ✓ The letter contains, at best, five accurate statements from ALL THREE HANDOUTS on John Wanamaker
- ✓ Crafting a well-organized, friendly letter with a salutation, at least three paragraphs, a closing, and a signature.
(No addresses of any kind are necessary)

¹ Herbert Ershkowitz, *John Wanamaker: Philadelphia Merchant*. (Conshohocken: Combined Publishing, 1999), 42.