

Student Worksheet 1-Wanamaker Questions

- 1. How did the personal traits of John Wanamaker help him succeed as a merchant?**
- 2. What was the name of his first store? Who helped him open it?**
- 3. What were two key components of Wanamaker's success in advertising?**
- 4. What made the Grand Depot a "new type of store"?**
- 5. What could be some of the potential drawbacks of haggling?**
- 6. What do you think were the benefits of the "one price" system and the "money back guarantee" to consumers in Wanamaker's time?**
- 7. What was shopping like at the Grand Depot?**
- 8. Describe the 1910 "Wanamaker Building?"**