

## **Teacher Guide to Student Worksheet 1-John Wanamaker Questions**

### **1. How did the personal traits of John Wanamaker help him succeed as a merchant?**

*He had high energy and ambition drove him to succeed, imagination inspired his Grand Depot, and strong reputation for honesty and fairness were key components of his advertising and drew people to shop with him.*

### **2. What was the name of his first store? Who helped him open it?**

*It was called Oak Hall. His brother-in-law Nathan Brown helped run it and father-in-law provided money for it.*

### **3. What were two key components of Wanamaker's success in advertising?**

*Mass advertising or advertising in many places and a message that drew people to his store, because of its honest reputation and savings.*

### **4. What made the Grand Depot a "new type of store"?**

*It sold a wide variety of foreign and domestic items along with the newest technology. Store provided sights and displays for attracting customers to visit and to shop.*

### **5. What could be some of the potential drawbacks of haggling?**

*It was frustrating to the customer; either party could lose money through the deal. It was time consuming and not everyone could get the same product for the same price.*

### **6. What do you think were the benefits of the "one price" system and the "money back guarantee" to consumers in Wanamaker's time?**

*The "one price" system promised everyone the same price without the hassle of haggling. The "money back guarantee" ensured that customers were satisfied with their products and would continue to shop at Wanamaker's.*

### **7. What was shopping like at the Grand Depot?**

*The Grand Depot had a wide assortment of items from all over the world, along with the newest technologies, available to buy. Music, displays, and shows were common. Five large concentric rings held six glass counters, with the cashiers in the middle of the store. Large signs divided the store into departments, and there were several floors. Electricity, along with heating and central air, made shopping more comfortable.*

### **8. Describe the 1910 "Wanamaker Building?"**

*It was a 12-story granite structure built on the site of the old Grand Depot. It was bought by Macy's, who owns it today. It has the Grand Court Organ, the largest operational pipe organ in the world, and the 1600-pound, bronze "Wanamaker Eagle" statue which symbolized the Wanamaker chain.*