


The book cover features a central rectangular text box with a double-line border. The text inside is arranged in four lines: 'A STORY', 'AND', 'SOME', and 'PICTURES'. The word 'AND' is smaller and positioned between 'SOME' and 'PICTURES'. Two small, stylized green floral motifs are placed on either side of the word 'SOME'. The background of the cover is a textured, olive-green color. The text box is surrounded by illustrations of peacock feathers and a peacock. The feathers are depicted with fine lines and green and blue colors, arching over the top and sides of the text box. At the bottom, a peacock is shown in profile, facing left, with its tail feathers fanned out. The overall style is reminiscent of early 20th-century book design.

A STORY
AND
SOME
PICTURES



The
Winterthur
Library

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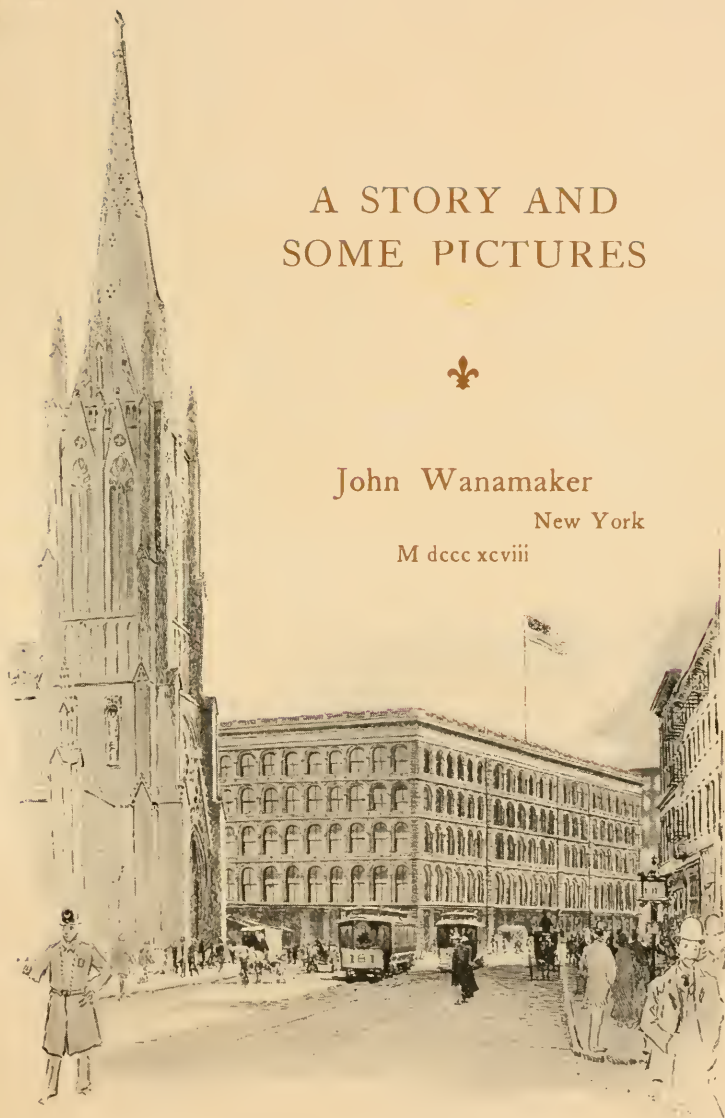
A STORY AND
SOME PICTURES




John Wanamaker

New York

M dccc xcvi



The Center of Greater New York
Grace Church and "Wanamaker's"
(Broadway, 9th and 10th Streets)



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A Corner
in the
Art Room



THIS is a story about a store, and
of course it's an advertisement.

But it isn't the every-day kind of an advertisement. It is intended to tell you some things about a store that you will be glad to know, and it consequently ought to be good reading.

The store in question is THE WANAMAKER STORE of New York City. The "Wanamaker's" of Philadelphia is probably well known to you. That's another story. This

is about the Wanamaker's of New York, formerly known to millions of people as "A. T. Stewart's," one of the biggest, and without doubt the handsomest, of all the stores in the United States.

The store stands on the easterly side of Broadway (on the right hand side going

Pictures
and Music



uptown), between Ninth and Tenth Streets. Its easterly frontage is on Fourth Avenue. It fills the entire block, and contains about eleven acres of floor space.

A. T. Stewart built it thirty years ago, but he built so wisely and so well that it is to-day in every respect a model store. A



The Rotunda
Floor space gladly sacrificed for
light and ventilation

generation of architects has been able to suggest no material improvements.

It has been the Wanamaker store but two years, but in that time has swept to the very first place among New York enterprises. It entered a field already well filled, and met the competition of the largest organizations and the ablest managements in the country. It came—and it conquered.

The policy of the store may be given in a single sentence. "HATE TRASH AND TELL THE TRUTH." The keynote of the business is the *protection of the purchaser*, the central thought, *reliability*. No one can think of Wanamaker's without instantly associating it with *good goods*.

The
"Pure
Candy"
Store





One of
the Millinery
Parlors

The masterful grip on the markets that is given by the outlet formed by two of the largest stores in the world makes Wanamaker prices as well known as Wanamaker's itself. Heavy transactions mean heavy reductions, and some of the merchandise movements are colossal. In many cases a single purchase of goods for a single sale involves more money than would run an ordinary store for a half dozen years. Such purchases



One of the five
"Royal Salons"
for costume-trying

as those of a million yards of ribbons, one hundred thousand pairs of *one kind* of glove, one hundred car-loads of muslin underwear, fifty-seven miles of one kind of silk, four thousand of a single make of bicycle, twenty thousand pairs of shoes, and many and many similar transactions have been made during the past few months. They are not extraordinary, and are not mentioned as such. They are instanced as illustrations of the tremendous capacity for handling heavy transactions that makes the Wanamaker prices and the Wanamaker sales so famously attractive.

But these sales are incidents. The chief charm of the store lies in its regular stock, carefully chosen by life-trained experts from



The
Louis XV
Room for
costume-
trying

One corner
of the
Restaurant



the best and finest of the world's offerings. The manner of the display is also a notable feature. There is no store in the country wherein there is so much to *see*. Lavish expenditure and constant planning have made the store a veritable palace of merchandise.

One thing you will notice before you have been in the store five minutes: You are never asked to buy anything. You are free to wander at your own sweet will, examining and admiring the heaped-up beauties of the stock; but no officious clerk will obtrude himself. Service is there, ready and alert,

if you should intimate by even so much as the lift of an eyelid that you wish it. But it will never be *forced* upon you.

This store, as thousands of people a day discover, is as much a place to see as one in which to buy. Everything that art and unlimited expenditure can do toward satisfying the eye and the comfort of the visitor has been done. For this reason is provided: the commodious waiting and correspondence rooms; the art gallery, filled with medaled paintings of modern masters; the restaurant; the "store features," that change constantly, and the music. Great effort has also been devoted to the educational side of the store. It is, in fact, a sort of World's Fair in miniature, showing the world's best in all



The
Mail-Order
Rooms

manufacture that comes under its roof. And so the showing is elaborated and set off and made attractive and useful to the visitor. Thus, for example, the "Model Apartment," a life-scale suite of rooms furnished to uttermost details, and an object lesson in decoration. The Art Room, where the bric-a-brac and china are, is really a little museum of fine arts. Constantly occurring "reception days" bring to the store special expositions.

It is a principle of the store management that there shall be but one standard of excellence—the best. There are no half way measures in anything. Yet certain branches will infallibly receive quicker and larger attention from the public, and certain departments of this store have had unexampled and predominant growth. These are the

CHINA AND GLASSWARE,
CARPETS,
FURNITURE,
DRESS GOODS AND SILKS,
CLOTHING,
SHOES,

READY-TO-WEAR COSTUMES AND CLOAKS,
UNDERWEAR.

The business in all these things is phenomenal, and is growing as nothing but awakened and satisfied public interest can make a business grow. This reacts again



One of
the Parlors
in the
"Special
Order"
Section

in favor of the public, for the larger the business, the greater the opportunity for price-saving.

The New York Wanamaker's has recently extended to the whole country the advantages that it presents to New Yorkers, by the extension of its mail order service.

To be of any use at all, a mail order system must offer to its customers three things: First, the same prices that obtain over the counter; second, intelligent and reliable service; third, promptness. A careless or stupid reading of your letter, a



The Bicycle
Track and
Riding School

service that "dawdles along," or a higher price than other people pay, are things that you do not want. You will not get them at Wanamaker's. The mail order service is

highly organized and is made up of the bright, careful, energetic people with whom you like to deal, and who are, in addition, highly experienced in you and your wants.

Whenever you are in New York, visit this store. You will find it an exceedingly easy place to reach from any part of the city. You will find it an exceedingly pleasant place in which to spend an hour or two. The pictures and the music alone will keep you interested for that length of time. And the goods are wonderful, and wonderfully pretty, and in most cases wonderfully cheap. Come in and look and listen and enjoy. Please yourself about buying. No one will ask you to, nor so much as look as if you were expected to purchase.



The "Little French Store"
containing the Imported Lingerie
(2d floor)

