



LANDING OF PENN AT BLUE ANCHOR INN, DOCK CREEK, NOW DOCK STREET, IN PHILADELPHIA.



SEAL OF PHILADELPHIA, 1683

BOOK ONE.

HISTORY.

CHAPTER I.

TWO hundred and thirty-eight years before the founding of the Wanamaker business in Philadelphia, a Dutch sea-captain named May steered his small wooden ship up the Delaware to what is now Gloucester, and there helped to build Fort Nassau.

Then he sailed away, leaving his name on one of the capes—now Cape May.

The year was 1623, and William Penn was not yet born.

Indians had long tenanted the shores of the Delaware, which broad river they called the Lenape Wihittuck. But this did not keep European kings from laying claim to the region, whose richness was praised by returning adventurers. The Dutch were first to pioneer. Swift on their heels came sunny-headed Swedes, who planted colonies down the Delaware and founded trade in the

domain soon to be developed as Penn's "Holy Experiment."

So it came that in 1653 the Swedes owned part of Philadelphia's present site, their right resting in a parchment from Queen Christina herself.

These sturdy pioneers held fast for a time to "Coaquanock"—the Indian name for what was to be the "center and navel of Penn's original Philadelphia"—little dreaming their humble trade beginnings would some day grow skyward in the Quaker-gray granite walls of the New Kind of Store—that huge manhive of industry now standing where tall pines then spiced each vagrant breeze.

Little dreaming that on this spot would yet rise a commercial wonder of the ages.

But one bright morning in 1678, the passengers on the good ship "Shield," bound from Hull, England, to Burlington, New Jersey—the first vessel to pass the port of Philadelphia—admired the wooded height where Wanamaker's is now shadowed by Penn's bronze image, and exclaimed, "What a fine place for a town!"

"Just wait till you see Burlington!" boasted the captain.



WILLIAM PENN, 1644-1718

CHAPTER II.

"WHAT a fine place for a town!" said to himself young William Penn on the afternoon of March 4, 1681.

That morning Charles II, King of England, had ordered the Great Seal affixed to the grant of the province which he insisted should be called Pennsylvania, and which was so listed despite the modest Friend's offer of twenty guineas to an under-secretary to make it "New Wales"—"lest it should be looked on as a vanity in me."

But Penn had his own way in naming the city which was to perpetuate his fame and called it by the ideal of his holy purpose *Philadelphia*, the city of Brotherly Love.

This transfer to William Penn of 26,000,000 acres was made to satisfy a loan of £15,000 (about \$75,000)

advanced the crown by Admiral Penn, his father; so the cost of the land to the new Lord Proprietary was less than one-third of a cent an acre.

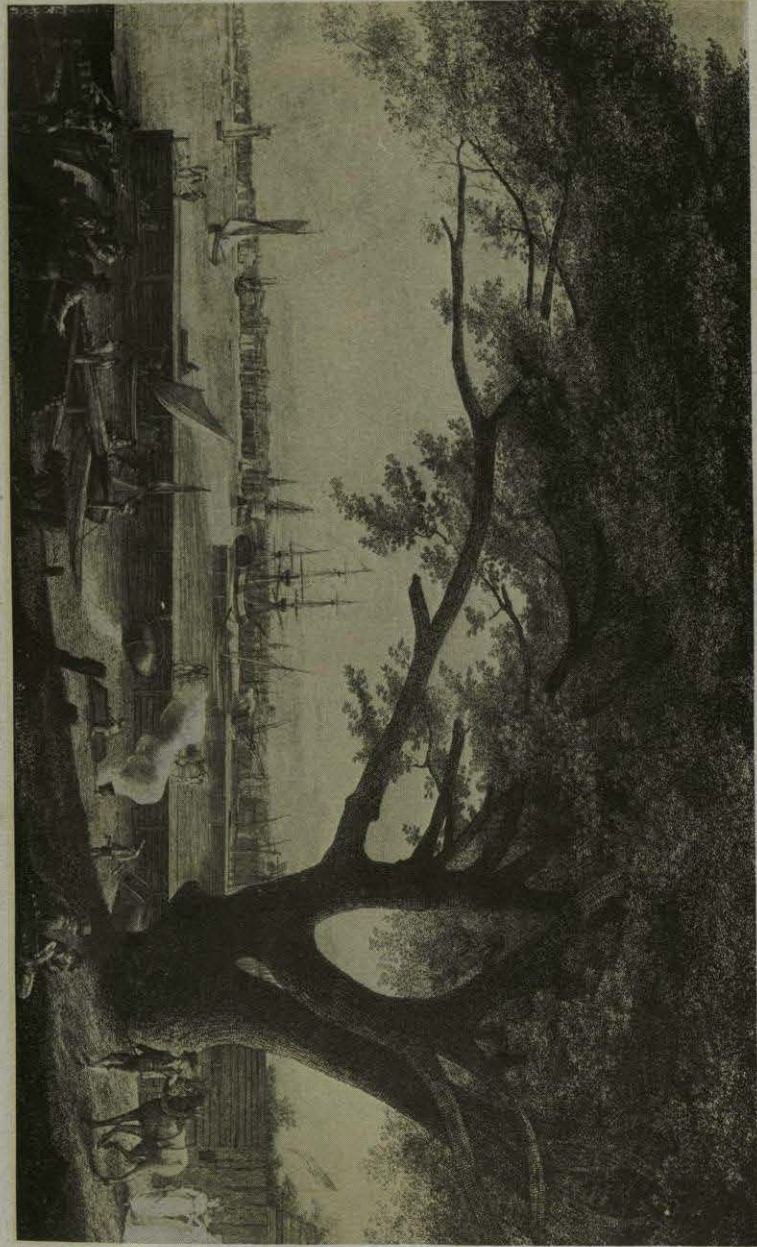
Today land values in the central part of Penn's city have so increased that a few thousand square feet are worth as much as the whole of Pennsylvania originally cost.

Commerce—unlocking the world's latent wealth—has wrought this change.

Growing strong through the practice of principles launched by Penn and later reaffirmed by a business the great Friend himself might have shaped, Trade has mothered Progress.

Penn came here "to defend from any infringement" his own people. To defend from any infringement the rights of the buying public has been the Wanamaker pde-star since the founding of the present Industrial Endeavor fifty years ago.

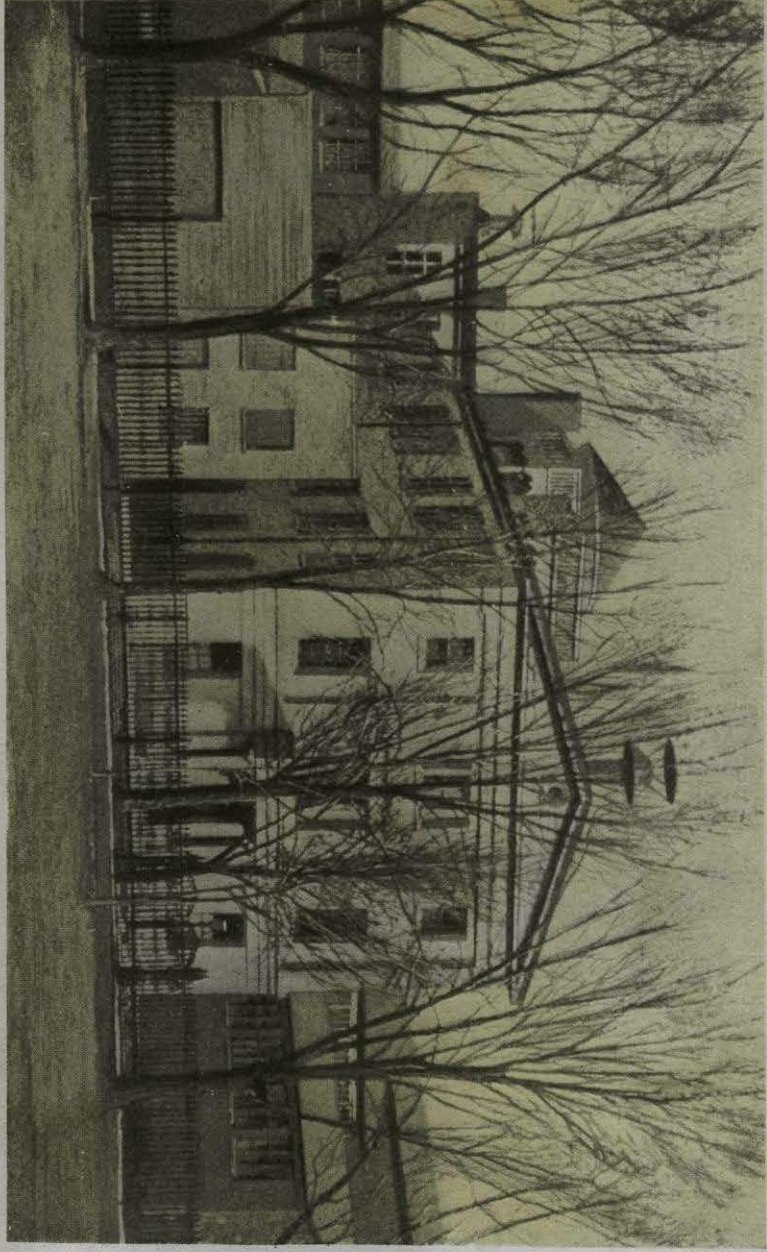
The Elm Treaty Tree, as it appeared in Penn's Day in Shackamaxon (now Kensington, Philadelphia).

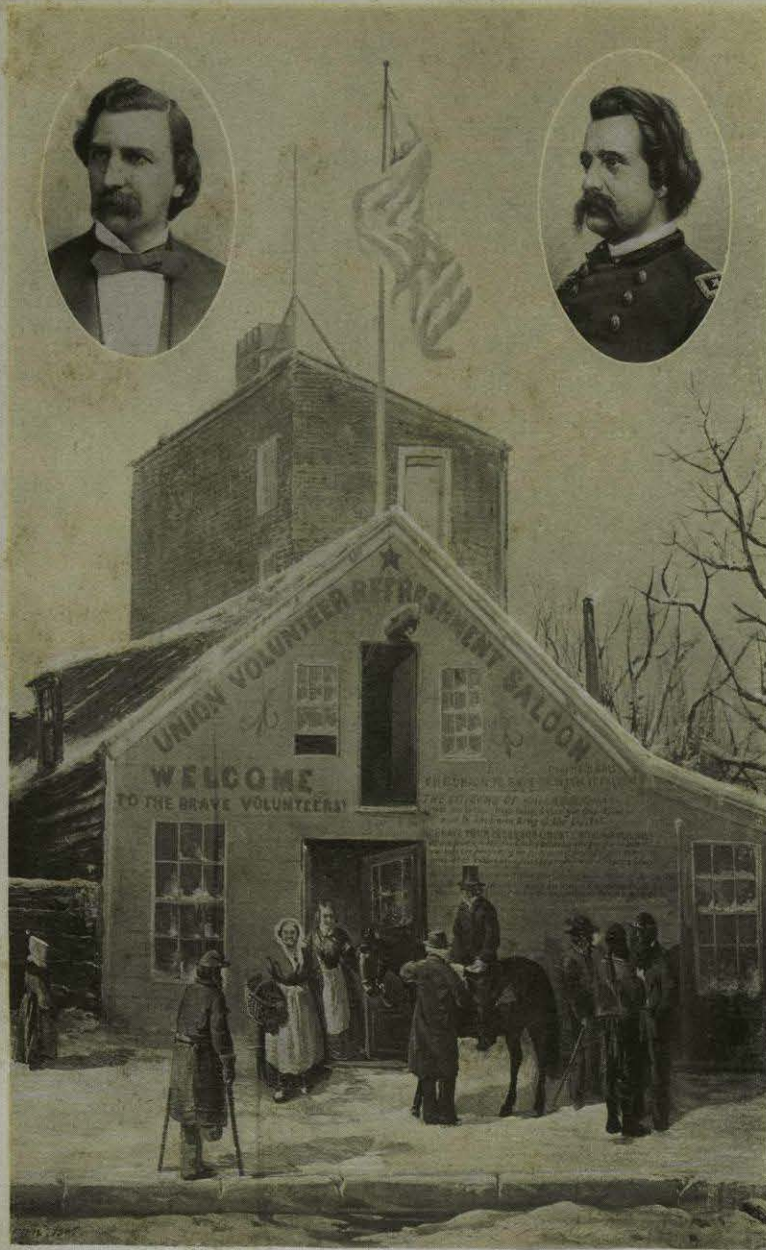




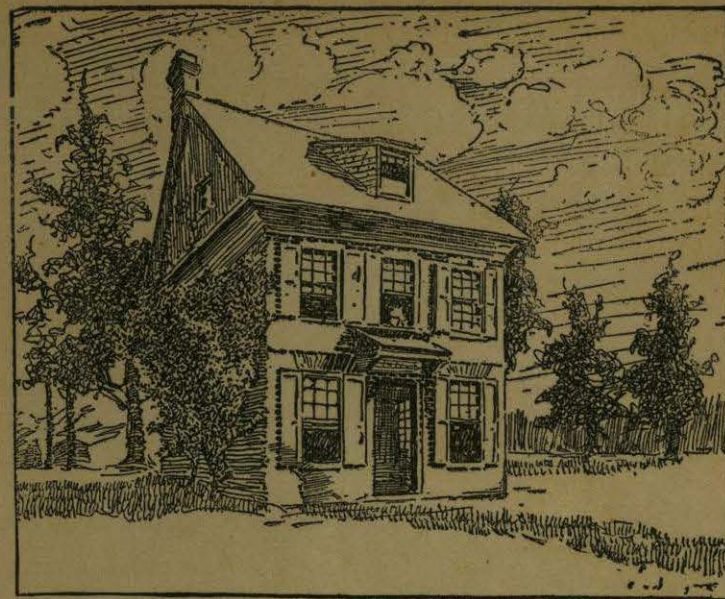
Centre Square Water Works, Philadelphia, 1801, Site of Present Philadelphia City Hall.

The Original Philadelphia Boys' Central High School, Juniper Street above Chestnut Street, on Present Site of Wanamaker Store.





Cooper Shop Volunteer Refreshment Saloon, Philadelphia, for the Entertainment of Arriving Civil War Regiments. War-Governor John F. Hartranft, of Pennsylvania, on the left and General John A. Logan on the right.



WILLIAM PENN'S COTTAGE
Now Standing in Fairmount Park, originally erected between High and Chestnut Streets and between Front and Second Streets, Philadelphia.

CHAPTER III.

“WE are advertised by our loving friends,” says Shakespeare, who had been dead six decades when Penn secured the land for his Holy Experiment.

Penn was wise enough to know that the first need is to advertise in such a way as to make loving friends. His pamphlet detailing exact conditions to be expected in the new country was the first American real estate advertisement. It was written by Penn himself in 1681 and printed by Benjamin Clark, a London bookseller. Strange to read in it that increase of luxury had drawn too many rural folk into cities and towns; that the high cost of living demanded a remedy, and that one sad result of such conditions was their tendency to prevent marriage, and thus induce decay of population!

But the honesty, directness and simplicity of that prospectus could not seem strange to modern multitudes who are educated in Wanamaker advertising—based from the start on Penn's standard of No Misrepresentation.

"This place lies six hundred miles nearer the sun than England," wrote Penn, referring to difference in latitude;



ST. PETER'S CHURCH
3d and Pine Streets, Philadelphia, in which
Washington worshipped

"I shall say little in its praise to excite desires in any, whatever I could truly write as to the soil, air and water; this shall satisfy me, that by the blessing of God and the honesty and industry of man it may be a good and fruitful land."

To buyers he offered the land for ten cents an acre; to renters for a penny a year.

Like the young Philadelphia merchant who pioneered in latter-day fair dealing, Penn importuned none to buy, "so that such as incline to go may not be brought under any disappointments."

And what he had to sell was plainly marked ONE PRICE, without rebates, gifts or graft of any sort.

"Intending to do equal by all," as Claypoole wrote when Penn refused to abate quit-rents even to his own intimate friends.

Penn's honest advertising sold a half million acres in a year. Similar accuracy about merchandise has helped increase Wanamaker sales from \$24.67 the first day of the business to ten thousand times that sum on many a later day.

Penn's fair dealing with the Indians, the first Americans, terminated a period of greed and graft, just as the revolutionary methods of Wanamaker dealing with latter-day Americans cleared away the bickerings and dickering of trade.

Penn's first message to the Indians, sent through his agents who came over ahead of him to help plan Philadelphia, was: "I desire to win and gain your love and friendship, by a kind, just and peaceable life, and if anything shall offend you, you shall have full and speedy satisfaction for the same."



JAMES LOGAN

Secretary to William Penn and
afterward Governor of Pennsylvania

Later, in November, 1682, at his famous treaty with the Indians, which was planned to be ratified on the very ground now occupied by Wanamaker's, but changed to Shackamaxon because it was near a Friends' settlement, Penn spoke in person to the Red Men these words, which may be read today on a bronze tablet in the Wanamaker Store, Philadelphia:

"We are met on the broad pathway of good faith and good-will, SO THAT NO ADVANTAGE IS TO BE TAKEN ON EITHER SIDE, but all to be openness, brotherhood and love."

In Penn's "greene country towne," long since become a great city, the New Kind of Store applied to devitalized trade this same trinity of square-dealing:

All goods to be sold openly,
All traders to be treated alike,
All fraud and deception to be eliminated

—to the end that mutual satisfaction must ensue.

Here were Economy, Equality, Surety, and Satisfaction—the vitals of Penn's business gospel—incorporated in the guarantee spread broadcast in the boyhood of the Wanamaker business in the following declaration:

WANAMAKER GUARANTEE.

WE HEREBY GUARANTEE—

First—That the prices of our goods shall be as low as the same quality of material and manufacture are sold anywhere in the United States.

Second—That prices are precisely the same to everybody for same quality, on same day of purchase.

Third—That the quality of goods is as represented on printed labels.

Fourth—That the full amount of cash paid will be refunded, if customers find the articles unsatisfactory, and return them unworn and uninjured within ten days of date of purchase.

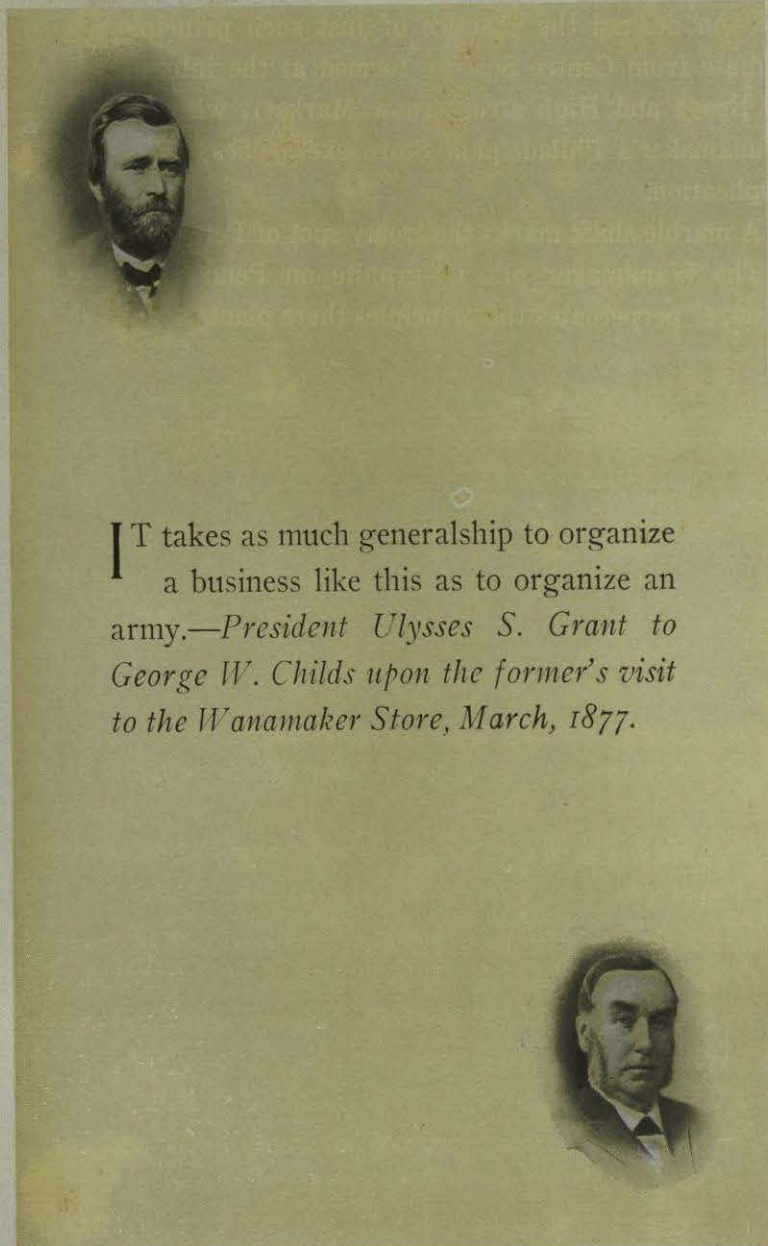


WE are met on the broad pathway of good faith and good will, so that no advantage is to be taken on either side, but all to be openness, brotherhood and love. I will not call you children, for parents sometimes chide their children too severely—nor brothers only, for brothers differ—the friendship between me and thee I will not compare to a chain, for that the rains may rust or the falling tree may break. We are the same as if one man's body were to be divided into two parts; we are all of one flesh and blood.—*William Penn to the North American Indians upon the occasion of his famous treaty at Shackamaxon, Philadelphia.*

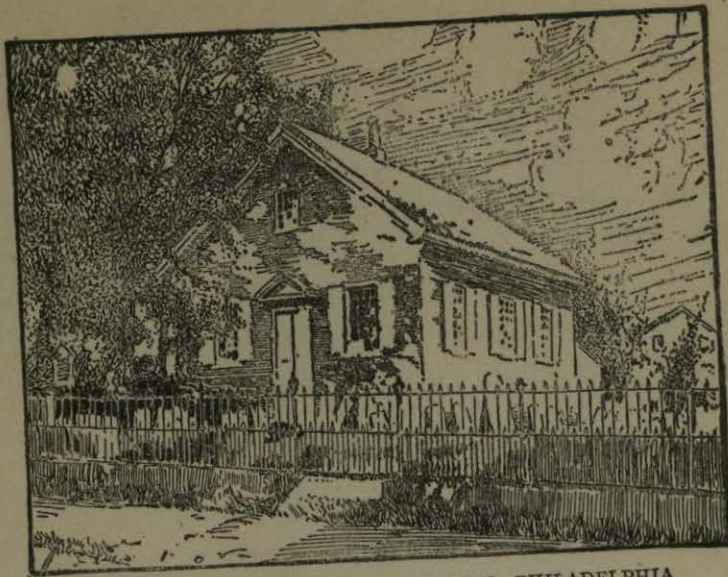
Penn desired the practice of just such principles to radiate from Centre Square, formed at the intersection of Broad and High street (now Market), where today Wanamaker's Philadelphia Store exemplifies their true application.

A marble shaft marks the treaty spot of Penn.

The Wanamaker pile of granite on Penn's "Centre Square" perpetuates the principles there planted.



IT takes as much generalship to organize a business like this as to organize an army.—President Ulysses S. Grant to George W. Childs upon the former's visit to the Wanamaker Store, March, 1877.



MENNONITE CHURCH, GERMANTOWN, PHILADELPHIA
Offered as a refuge by Penn; erected in 1708.

CHAPTER IV.

FROM the high roof of this new Wanamaker building let History lead Imagination through past days and deeds that make memorable this spot—now City Hall Square.

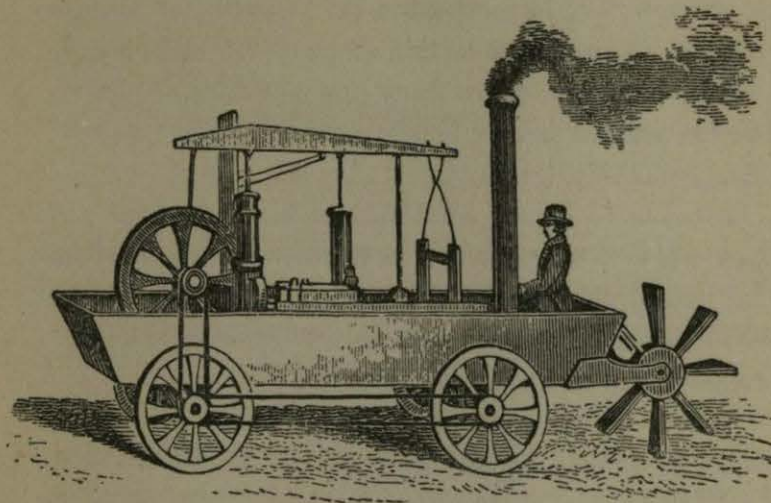
In a clearing at the southwest corner was built the first Friends' Meeting House, its imported bricks laid in 1684. It was so long a journey from the settlement on the banks of the Delaware that the older folk often stopped to rest under a rude shelter at Sixth and High streets, where we, too, shall stop presently to note the beginning of the Wanamaker business, there sheltered a few years on its journey to the present location.

On the very spot now covered by the Wanamaker acreage of merchandise, the first "fayre" in Pennsylvania was held in 1686. The day's receipts were ten dollars. The largest sale was \$1.37—a pair of shoes made of

leather turned out in the earliest tannery. Among the traders was Abraham Op den Graaffe, who walked in from Germantown with the first piece of linen ever woven in the province, and claimed Penn's prize for his achievement.

See what rough paths then led to this place,—mere root-warted makeshifts for roads!

They will soon be changed, for trade fathers transportation, and even at that "fayre" was launched the original American good-roads movement. With roads came ox-



OLIVER EVANS'S STEAM CARRIAGE

teams, and carts drawn by horses, and, wonder of wonders, a wagon that moved without being pulled or pushed!

It was Oliver Evans's steam-carriage, his "Oruckter Amphiboles," the Adam of automobiles, which was promptly laughed to the junk heap!

Having obtained permission from the Board of Health, Evans prepared to exhibit his invention. In the Phila-

delphia *Gazette* of July 13, 1805, he made this announcement:

"The above machine is now to be seen moving round Centre Square at the expense of the workmen, who expect twenty-five cents from every generous person who may come to see its operation. But all are invited to come and view it, as well those who cannot as those who can conveniently spare the money."

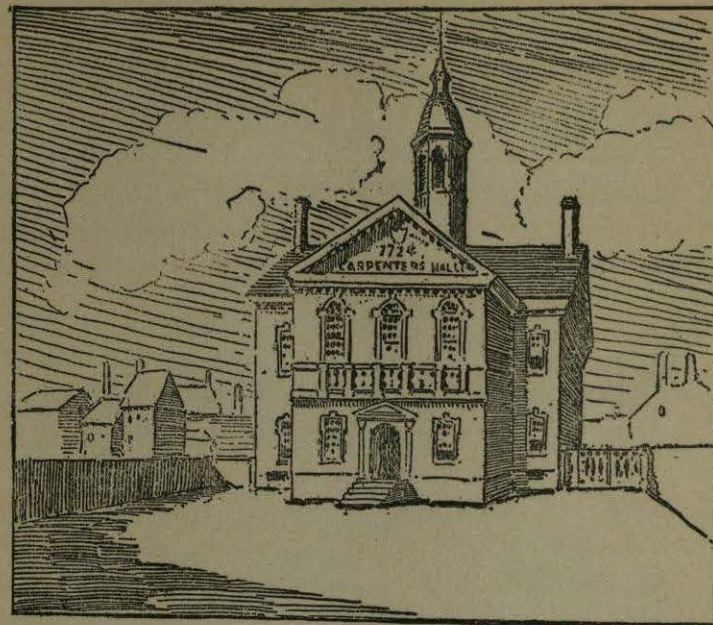
None will be importuned to pay, said Oliver Evans.

"None will be importuned to buy" was the Wanamaker message transplanted to this same spot 71 years afterward,—here where the transportation facilities of the world's greatest home city now converge; where Philadelphia automobile travel centers.

Let them hoot your horseless wagon, Oliver Evans, as they will hoot later innovations in other lines of progress! Let them doubt your ability to make good, as they will yet doubt others! Let them scoff at your offer to build carriages to run on a railway fifteen miles an hour!

That is the price you must pay for daring to be original,—the price long ago spelt DEATH, later lowered to BANISHMENT or IMPRISONMENT, then marked down to OSTRACISM, then to JEERS and TAUNTS and now—

Now the world simply says "DO IT!"



CARPENTERS' HALL

East of 4th Street, below Chestnut, Philadelphia. Where the first Congress met in 1774.

CHAPTER V.

THAT German crossing Centre Square more than two centuries ago is Pastorius. He comes from Meeting, where he has just raised his voice in the first American protest against human slavery. His lingering spirit is later gladdened to see Washington and his tattered, undaunted troops here encamped; to watch von Steuben, drillmaster of the Revolution, training green patriots; to hover near in 1781 when Rochambeau and his men, come from France to help fight tyranny, halt here on the march to Yorktown.

As we view this procession of the Past, we must remember that Centre Square originally reached farther east than at present, so the site of this granite trade-

palace from which we are looking into Time's back yard was once part and parcel of the historic park.

Long were its wells famed for good drink, and in 1801 the first waterworks system in the land had its supply



COUNT DE ROCHAMBEAU
*One of Washington's Aids, and Com-
mander of the French Troops
in America. 1725-1807.*

house here. So it was a place for refreshment, as well as business and recreation, and the interesting parallelism continues, for in 1876 Wanamaker's inaugurated the first general restaurant in any store.

"How strange!" you say,—
"that each chapter in the annals of this historic spot should lead to some chapter in the story of this vast Industrial Endeavor!"

Yet not strange, at all,—
for the growth of an institution like Wanamaker's is similar to that of a city or a nation; resembling most the up-

building of Man in whom is mirrored all that has entered into the records of progress.

Every onward march that follows Freedom's flag keeps step to the same drums of right desires and just dealings, and it is all one whether these drums echo the pleading of men in welded shackles or of slaves to ignorance and greed.

Something stronger than the mortar of supplying common needs and wants holds stone to stone in these walls.

Could this granite speak, pouring forth in one burst of sound the countless voices here loosed through centuries, the far corners of earth would echo back two little words carried in triumph from Crécy's field of victory by the Black Prince in 1346—

Ich Dien!

I SERVE!

Based upon service, built by service and consecrated to service is this monumental pile.

Service as necessary and valuable in its way as was that rendered long ago by "Mad Anthony" Wayne and his men, who bivouacked in Centre Square after the Indian outbreak in the Northwest. Before that the red-coats of a foolish king had camped here during the British occupancy of Philadelphia in the winter of 1777, and in the early sixties of the last century thousands of volunteers marched through the open space on their way to or from the war for the preservation of the Union.



GENERAL ANTHONY WAYNE.
1745-1796

Here, in 1761, was opened the first race-track in this country, three rounds of which made a mile,—and any horse that could do the mile in three minutes was counted a wonder.

Sometimes at these races were seen two men, standing apart from the cheering crowd, but interested enough to

stay for the last event. Perhaps even then their thoughts were divided with another contest not far in the future.

One of these men was George Washington, the other Thomas Jefferson. Before long they were to make new records for great performances on the track of Time, and today millions are sharing their victories.

The Revolution ended the racing. After that the only speed contests settled in this square were between boys attending the first Philadelphia High School, which was built in 1838 on a small part of the present Wanamaker site, and rightly called the first people's college in America, outside of New England.



BENJAMIN FRANKLIN
1706-1790

It was founded by a great-grandson of Benjamin Franklin, most versatile of Americans. For education is not to be measured by book learning or bounded by the brain. It is all a matter of Head, Heart and Hand,—a trinity rightly

regarded within the Wanamaker walls and told of in another chapter of this Golden Book.

Close by the High School stood the first State Arsenal, built in 1785—a lively place during the war of 1812. And today you can hear the tramp, tramp, tramp of the boys of the Wanamaker Brigade, and their drums and trumpets make music as brave as the lads' own hearts.

FORWARD MARCH, sounds the order.

"Forward March" echoes through the whole history of Centre Square. It was heard when the young government moved its first mint from a Seventh street cellar to the

classic structure that stood at Chestnut and Juniper until a few years ago.

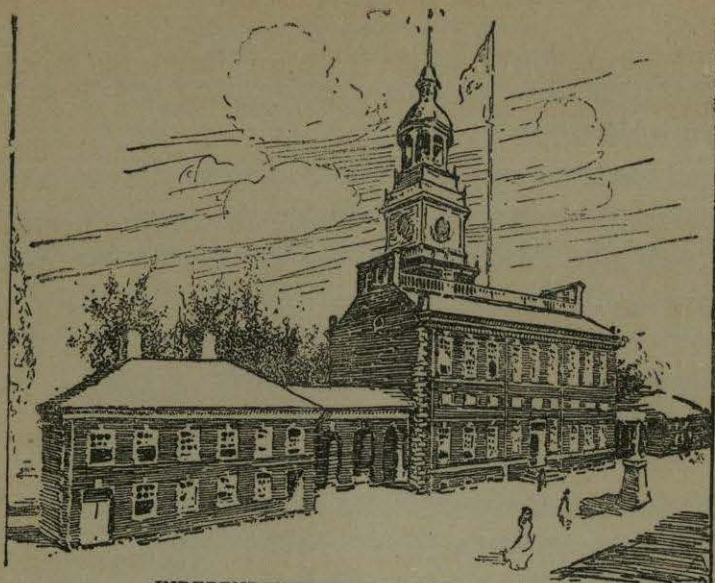
It was heard again on October 16, 1839—the day being sunny—when one Joseph Saxton poked a cigar-box out of a Mint window and notched the New World's tally stick of progress by then and there harnessing sunlight to make a Daguerreotype view of the spot on which Wanamaker's now stands,—the first photograph made in the Western Hemisphere!

For lens he used a burning-glass, and an empty seidlitz-powder box served as a coating chamber. In an old iron spoon he heated the mercury, and while the result was crude, it was clear enough to show the High School, the Arsenal and the horse market beyond,—the entire Wanamaker site.

Forward March was the world's watchword.

Growing by leaps, the City of Brotherly Love pushed westward, and in Chestnut street, between Thirteenth and Broad, fine families built homes that stood until the Wanamaker Store took them under its roof. In the square some Lombardy poplars breathed memories of forest days and it was still a sort of rejoicing ground as it had been in 1781 when word came of Cornwallis's surrender, and again in 1790 when news of the French revolutionists' victory for human rights brought together a throng that gave the "Marseillaise" its American christening.

Before the middle of the Nineteenth century Oliver Evans's dream had more than come true. Steam carriages did far better than fifteen miles an hour on a railway, and to handle its growing traffic the Pennsylvania Railroad built a freight depot on the north half of the present Wanamaker site.



INDEPENDENCE HALL, PHILADELPHIA
Birthplace of the Nation and scene of the Signing of the Declaration of Independence.

CHAPTER VI.

BIDDLE'S directory of Philadelphia for the year 1791 contained this entry among the W's:

WASHINGTON, GEORGE, PRESIDENT OF THE UNITED STATES, 190 HIGH STREET. The lot of number 190 then extended to Sixth street.

So, near the corner of Sixth and High (now Market), where the Friends had rested on their way to Meeting, and where the Wanamaker business later originated, this one of the immortals lived while President.

Philadelphia was then the nation's capital. The cradle of Liberty became the cradle of government.

When Washington came from New York, after taking the oath of office, no house suited to his rank and needs was to be had, but Robert Morris, financier of the Revolution and without whose aid it must have failed, moved out of his home and gave it to the new chief executive.

Built about 1761,—just a century before the Wanamaker opening on the same site,—this historic dwelling

first belonged to William Masters. He gave it to his pretty daughter "Polly" when she married Richard Penn, grandson of the Founder, who was appointed Governor of the province in 1771, but did not long hold the post.



GEORGE WASHINGTON
1732-1799

Next to occupy this fine four-story "mansion" after Richard and Polly was Robert Morris, who in 1780 gave \$20,000 toward founding the Bank of Pennsylvania, established by patriots for the sole

purpose of "supplying the army of the United States with provisions for two months."

A year later Morris, then national superintendent of finance, presented to Congress his plan for establishing a "national bank for the United States of North America," and when this was ratified he was given charge of the institution, which still exists as the Bank of North America,—the only national bank allowed to omit the word "National" from its title.



ROBERT MORRIS
1734-1806

The record of the Morris house, like that of the Wanamaker business later planted where it had stood, became international when General Lord Howe, who thought he had settled the "little quarrel of the colonists," lived in it during his

occupancy of Philadelphia in 1777-78, and again a few years later, when Robert Morris there entertained Count Rochambeau, who had so valiantly helped Lord Howe to discover his mistake.

Benedict Arnold is said to have lived in it a while, but the house couldn't help that!

Anyhow, the presence of Washington was antidote enough.

There the "Father of his country" held official levees every second Tuesday afternoon, when he received in the dining room on the first floor, while Mrs. Washington greeted her guests upstairs.

In this same dining room Gouverneur Morris once tried to treat Washington familiarly. He had bet he could. So at dinner he slapped him on the shoulder and said jauntily, "Old gentleman, do you believe that?"

Washington replied with a look, and the other guests at the table thereupon became unwilling participants in the second American arctic expedition!—the first having gone out from Philadelphia under command of Captain Swaine in 1753.



THOMAS JEFFERSON
1743-1826

Later in the evening, the New Yorker excused himself because of a sudden attack of indigestion,—which often results from being chilled while eating!

One square west of Sixth and High stood the house in which Jefferson drafted the immortal Declaration of Independence. One square to the south was the State House (Independence

Hall) where that document was adopted July 4, 1776, and from whose front steps it was first read four days later.

Just below, in High street, was the residence of Benjamin Franklin, where he lived the last years of his thronged and useful life. Across the street was the first office of the Secretary of State.

So the birthplace of the Wanamaker Industrial Endeavor was a garden-spot for the growth of ideals,—the very heart of the arena out of which the new nation was to issue triumphant!

This first "White House" descended from Washington to Adams, who left it for a safer lodging when yellow fever scourged the city in 1797, at which time Edward Burd, prothonotary to the Supreme Court, moved his office to the site of the present Wanamaker Store.

When the capital was moved to Washington the house remained vacant awhile. It became an inn. Later it was made over into small shops. These were finally torn down and the ground occupied by a row of buildings in which the Schuylkill Bank failed in 1838. There the story of Wanamaker's was to begin.



Oak Hall, where the Wanamaker Business Originated in 1861.



THE TREATY ELM TREE AND FAIRMAN'S MANSION
At Shackamaxon, now in Kensington, Philadelphia.
Fairman was Deputy Surveyor General under Penn. This home was built
in 1702 and taken down in 1825.

CHAPTER VII.

AT 6.30 on Monday morning, April 8, 1861, John Wanamaker and Nathan Brown, as partners, opened "Oak Hall" as a Men's and Boys' Clothing Store in a room 30 x 80 feet on the first floor of the McNeille building, at the southeast corner of Sixth and Market streets—called McNeille's "folly" because it was six stories high!

Then and there, 94 hours before Beauregard opened the Civil War with the first shot on antiquated Sumter, was silently loosed against antiquated and unfair business methods a shell which, while it did not compel such speedy capitulation as answered the bombardment further south, eventually forced a surrender.

Prevented from enlisting in the Northern Army because of temporary physical disability, the Founder of

the New Kind of Store enlisted in another cause and fought another enemy.

"You are making a great mistake in starting business at such a time as this," said the brilliant George H. Stuart to the 22-year-old youth whose name was first in the firm's title. "The country is entering a great war and there will be no business. Before long grass will be growing in the streets of Philadelphia."

No more grass grew under the feet of these "two venturesome boys" than greened the streets of the big city!

At the close of the first day the cash drawer revealed a total intake of \$24.67.

Of this sum \$24 was spent for advertising and 67 cents saved for making change next morning.

Looking backward to this beginning, the Founder wrote only yesterday:

"Had we inherited a business or been able to command the assistance of rich friends we might have had easier times, but never could have had the schooling that cut the backlog of this business."

"In those days it was the custom to start work at six-thirty in the morning and keep on until seven or half-past at night, except Saturdays, when stores closed from ten to ten-thirty at night."

"There was no selling price for goods—there was an asking price, and the most persistent haggler bought the goods far below the unwary."

"Seldom was cash paid for wages to the workpeople making clothing. The general rule was fortnightly settlements in grocery, coal and other orders, on which the manufacturer had a percentage."

"Some head-splitting thinking was done by those two

young bidders for mercantile honors and profits, in those days when sales were small and profits smaller. About the only things plentiful were IDEAS and PLANS.

"Very boldly we swam out and made for four good landings:

FIRST. Cash payments on the spot to work-people on completion of the work.

SECOND. Shorter business days.

THIRD. Not two prices,—one price and only one.

FOURTH. Taking back anything sold and returning the money."

The first of these pioneering reforms began with the business; the second in 1862; the third and fourth in 1865.

Even before the opening morning—now fifty years in the past—there was a purpose paramount to profits.

A purpose "to bend every energy to raise the standards, to the end that business dealing might be more agreeable and safe, and that the rising generations might come into systems tolerably free from practices that had gradually lowered mercantile character."

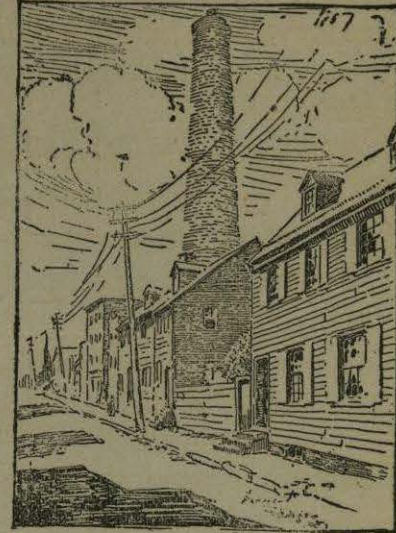
Actuating the man behind this purpose was the sentiment Ruskin tells of on the St. Giacomo de Rialto in Venice:

"Around this Temple let the merchant's law be just, his weight and measure true and his covenants faithful."

To fully comprehend the revolutionary meaning of all this, one should take the following bird's-eye view of the general setting of the stage of human existence in days just prior to the outbreak of the Civil War:

Mother made father's shirts—except the bosoms, which could be had for a levy. The word "levy" was an abbreviation for "eleven-penny bit," and denoted half a quarter dollar. There were no sewing machines, but a full supply of spool cotton, the spools being mounted on a sort of wooden castor.

Furs were home-stored and often smelled tarry. They were not remodeled from season to season as now, and fashions were a law unto themselves.



OLD SOUTHWARK SHOT TOWER,
PHILADELPHIA
Built in 1807

Pianos were unseen except in well-to-do homes. The music was mostly homely ballads—"Ellen Bayne," "Nellie Bly," "Nellie Was a Lady." Another air dear to memory was "The Watcher." "The Gypsy's Warning" and "Would I Were a Boy Again" were also popular.

Steel engravings, mostly patriotic, or chromos, decked many walls. Sometimes a motto was worked in colored worsted on a perforated card board, such as "God Bless Our Home."

Sometimes on wintry evenings the family would cut rags and make balls for a rag carpet or a patchwork quilt. When in action, the quilting-frame took up the whole sitting room; when not, it was stored in the attic. What joy it was for the youngsters when the frame was brought down—the token of a party! With the party the

quilt was made in one night. The sewing lines were marked on the quilt with a chalked cord.

Folks sat on stiff, horse-hair furniture, and slept on high post bedsteads that seemed to become elephants on sweeping days.

Pianists were as rare as pianos; and anyone who could play the accordion or even the jewsharp was counted an acquisition.

Mother often bought dry goods on store orders, a system she didn't like. As a rule women shopped as little as possible.

Once a year a man came to cut the grass with a scythe—and excite sympathy for his back which usually was "most broken."

Daguerreotypes were in style.

On Saturdays the boys carried home the marketing, did various chores, baked sweet potatoes on the lots, or went prowling in the woods.

Mother or sister had to make the children's school bags, and cover the books with paper muslin.

For a coming wedding, there were months of sewing; for a funeral, the clothing often had to be borrowed.

Sheet music was too expensive to be bought freely, so there was much singing by ear.

There was ready-made clothing, of a primitive cut, for men, but none for boys.

Millinery openings happened twice a year, but did not open very far—they were as exclusive as secret societies.

Mother chopped all the mincemeat for Christmas on a heavy block enclosed on three sides, and confectionery was little known in most homes except at Christmas-time. Molasses candy was a home-made treat.

Bathing suits were all home-made, and being usually fashioned of faded and discarded flannel were a sight to scare the crows.

Old folk bought spectacles indiscriminately and often from pedlars.

People drank spruce beer, mead and lemonade when thirsty. Soda water was just coming in.

Father shaved himself, and safety razors being unknown, used bits of newspaper margins for court-plaster.

Opera was little known, but there were fine concerts. Singing schools were held in many churches to train voices for the choirs or for congregational singing.

Bakers filed a notch in a stick called a tally, thus keeping account of every loaf sold.

In short, nearly everything was different from nowadays.

To make all business vastly different from what it had been was the determination behind Oak Hall.