

received the decoration of Chevalier of the Legion of Honor in 1897, and in 1908 he became Officier in this order.

Commercial and personal relations of the Wanamaker organization with France and the French people were never so cordial, important and sympathetic as at this time.

On August 29, 1910, Paris for the first time learned American methods of publicity by the publication of a Wanamaker news page three times weekly in the Paris edition of the New York *Herald*.

These pages interested and surprised the Paris public, and Americans abroad learned through them as never before, perhaps, the close relations existing between the Wanamaker Stores in New York and Philadelphia and the foreign centers of merchandise.

A Wanamaker Merchandise Bureau was established at Yokohama in 1909, and within the last year has been laid the foundation for the opening of a London office, through which shall be cemented trade connections with another great capital, making the Wanamaker Stores a still more important representative of foreign lands in America.

The Philadelphia and New York organizations may be called the two legs on which this business stands; the Paris, Yokohama and London Bureaus its hands that reach out to the remotest corners to procure the world's best.

CHAPTER V.

ROMANCE.

THIS book on Merchandise, as part of the Golden Book of the Wanamaker Stores, would not be complete without a chapter on ROMANCE—the romance of Merchandise and of Merchandising.

Here the appeal is to the imagination—the only excursion to the realm of fancy permitted in this Golden Book of facts.

There are facts here, too. Out of the very merchandise itself there is woven before one's eyes a Golden Merchandising epic, such as the Golden Book of Venice never recorded.

Study, for example, the exquisite beauty of yonder bit of rare Venetian lace, and there is presented to the imagination moonlit evenings on the Grand Canal.

Examine the characteristic Swiss designs of these quaint textiles, and recall the tranquil Vale of Chamounix, and the Alpine glow upon Mont Blanc.

Trace the sacred Buddhist emblems on this vase of Japanese Cloisonné, and be reminded of the sacred Grove of Nikko.

Observe the infinite delicacy of one of these Viennese sculptures, and be transported to the blue Danube.

Contemplate the wondrous hues of the rare Eastern silks, and about them there still seems to cling the all-pervading, sandalwood scent of the treasure-laden Orient.

Inhale the subtle fragrance of one of the French perfumes, and there is suggested the lovely rose gardens of Southern France.

Behold the ancient symbolism, and experience the caressing touch, of the silken, high-caste Oriental carpets, and there comes a vision of another garden, in which blooms with fadeless beauty that perfect flower of architecture, the Taj Mahal!

Whichever way one looks in the Wanamaker Jewelry Stores an almost endless vista of imported jewels and virtu confronts.

What an unfailling delight these Japanese corals are to lovers of beautiful things! And the lovely "Roseate" cameos. Both are found in the waters that lave the "Land of the Rising Sun," and are sent to lapidaries and artists of Naples to be cut or sculptured—as only the ingenious Italians have fashioned them for generations.

Also from the Mikado's realm come these wonderful "Culture" pearls—in no sense artificial, but brought within the means of almost anyone through Japanese methods of cultivation.

The imports of Bohemian garnets, ambers from the Baltic, fine Florentine mosaics, Hungarian jewels, reproducing those of the old nobility, combine to form a Continental exhibition alone; as do the beautiful wrought Dutch silverwares, German art metals, English Sheffield plate, French Ormolu clocks, choice Viennese bronzes and the celebrated "Fleurigny" opera glasses, of which Wanamaker's are sole American distributors.

Every year Wanamaker book collectors make their pilgrimages to the quiet, cloister-like shrines of the worshipers of fine English bindings. Shops that are as far removed from machine-made methods, and where books are wrought with the same loving care as were those of the monkish book-makers of old.

In the queer old bookshops of London and Edinboro are sought those publications which one keeps for a lifetime—old and rare editions. These are taken to London and bound by such past masters of the art as Zaehnsdorf, Riviere and Morrell—ready then, in their substantial and beautiful bindings, to be handed down in the family from generation to generation.

Many of the books are illustrated by such master artists as Cruikshank, Leech, Rowlandson, Crowquill and Phiz. The collections in both the New York and Philadelphia Wanamaker Stores are said to be the most finished and comprehensive of their kind.

A "Little Journey" to Wanamaker Linen Stores, with ninety-seven per cent. of their merchandise representing every linen-producing country of Europe and the Orient, is like a tabloid tour of other lands, and especially suggestive of Erin, lovely emerald of the Northern seas.

As one notes the Irish linens upon which thousands upon thousands of dollars in customs are paid annually, one again recalls the musically-voweled vales and villages of "Clara," "Avoca," "Glendalough," "Avonmore," "Adare," and a hundred others associated with picturesque Ireland; and one's vision again follows their miles of undulating green fields, mantled with the pretty blue flax-flowers, as ethereal as the dome above them, seeming at the horizon to blend earth and sky into one.

In Ireland, it is said that Wanamaker's is doing more for the linen industry, in fighting the battle for pure flax, than any other force in trade.

No matter whether it is a handkerchief for a few cents or an imperial service-cloth, there is not the smallest thread of anything but pure fibre flax in Wanamaker linens.

Scotland, Ireland, Germany, Austria, France and the Far East are searched for their best in linens, and it is now conceded that the Wanamaker Stores distribute a greater volume than any other single American retail importer.

La Belle France, of which, apropos (excepting Paris), most American tourists know little more than what is seen through a car window, might be called "The Central Sun of Silk Production"—around which other silk-weaving countries revolve as satellites.

Each of the other silk countries of the world is also personally visited by Wanamaker commissioners. Many weeks are spent each season in Switzerland, Italy, Austria, Russia, China and Japan—planning, contriving and acquiring new and novel effects to be presented EXCLUSIVELY to Wanamaker patrons.

The home of many fine white fabrics and dainty embroideries is St. Gall, in the land of William Tell, near that lovely little inland sea, Lake Constance—of which a pretty legend says, when Neptune saw it he became enamored with its beauty and gave to it his likeness in miniature.

Most of the fine Swiss muslins made in this canton are still woven on old-fashioned hand-loom by Swiss peasant women—some of them "eighty years young"—and are so

exquisitely fine and sheer that an entire week is often required to produce a bolt of thirty yards.

But such plain cloths as nainsooks, Persian lawns and batistes come, in most extensive imports, from the famous Manchester markets. Other white fabrics, of which thousands of pieces are imported by Wanamaker's, come from Ireland, Scotland, France, Germany and Austria.

In Japan many of the finest garniture pieces are specially embroidered—as are the semi-made robes from Ireland and China.

In Dress Goods human thought and human achievement meet in the diversity of design and color, and the various methods of weaving.

From France come the rich, lustrous stuffs of wool and silk and cotton. From Scotland her characteristic gingham and her national tartan plaids. From Ireland her fine dimities and other fabrics spun from her inimitable flax. From Switzerland silks, cottons and her finest woolen and embroidered creations. From Austria and Germany their unique patterns in wool and cotton. From Japan her fine crepes, exquisitely embroidered in likeness of her lovely flowers and blossoms.

Neither north, east, west nor south marks the confines of Wanamaker travelers. "What newer, better, finer, or more beautiful fabric can we give our customers than any store has given—at prices that are reasonable, not only on a few conspicuous things, but that are uniformly right?" This is the eternal Wanamaker query.

In dress woolens, as in all Wanamaker wool-fabrics that bear the important stamp, "W"—signifying "All Wool"—they are chemically analyzed, and there will not be found a thread of cotton in a thousand yards.

In Women's Apparel, for nearly half a century the keystone that has crowned the symmetrical arch of quality in Wanamaker's has been newness, novelty, and dependable wearing quality.

The fascination of Paris is as old as the days of the Roman Emperor Julian, who, fourteen hundred years ago, called it his "Dear Lutetia." And ever since that time it has been the birthplace of the freshest thought, the newest style in women's fashions. Paris still outshines all competitors and continues to wear the most polished jewels that sparkle in Fashion's coronet.

Little wonder, then, that an integral part of Paris style creation has been for many years the Wanamaker Paris organization (explained in a former chapter), marking every pulse beat of endeavor at the famous ateliers of Fashion. This "Court of Foreign Fashions" constantly reflects new and fashionable modes, of which many models are created for exclusive sale in the New York and Philadelphia Wanamaker Costume Salons.

Just as Paris is an authority on gowns, so it stands unrivaled in millinery. When a new and great modiste lately appeared on the horizon, Wanamaker's at once sought her. Come to America? With Paris at her feet? But learning more of the House of Wanamaker she accepted the invitation and made a flying visit, installing in both the Wanamaker Stores of New York and Philadelphia French Salons for the exclusive sale of her beautiful hats.

And these hats are at Wanamaker's the very time they are being worn in Paris. They arrive at Wanamaker's as soon as they "arrive" in Paris.

For dainty *frou-frou* for women, Wanamaker travelers go to many other cities and countries.

In Ireland they have abundant opportunity to study and plan the lace coats for the forthcoming season. In Paris, lace robes, net and metal flounces. In Vienna, lace trimmings. In Germany, baby laces. In Belgium, Duchesse. In Switzerland, Rose Points, point Appliques and point Perlee—latest lace creation of the land of hills.

In like manner, the well-springs of Europe are tapped for their airy, fairy intimate things—Paris, of course, for her exquisitely dainty lingerie.

In quest of Art Embroideries journey is made to the foremost cities—Paris being the focusing point. Berlin is another value center for artistic and novel effects and for specially fine qualities.

To impart added grace to the feminine carriage, to mould and accentuate by their art its lines of symmetry and beauty, and to imbue each corset with the spirit of smart Parisian contour, Wanamaker corsetieres make their pilgrimages to Paris with the same ideals that a sculptor would go to Florence.

Just as the "House Palatial" and "Moderate-price Apartments" in the Wanamaker Galleries, New York, hold first place in the hearts of home-makers, so the *Paris Shops* in the Woman's Building offer the utmost in suggestion to those in quest of the last-minute-fashions out of Paris. They are a sort of pocket-edition-de luxe of those of the Rue de la Paix. They proclaim their charming exhibits "*at the Sign of the Fleur de Lis.*"

In these shops, many things just off the steamers are displayed each season. Coming not only from Paris, but from all Continental and Oriental countries, the novelties

in this inspirational assemblage are the focusing point of *derniere* fashions in gowns, millinery, novelties and rare *objets d'virtu*.

As a center of interest to fashionable men, the "Burlington Arcade," a replica, in miniature, of those famous shops in London, holds the same relation to the Man's Store as the "French Shops" bear to the Woman's Store at Wanamaker's. Here are shown the latest and most exclusive creations in Men's Tailoring, Haberdashery, Motor Apparel and novelty requisites that London taste and good etiquette ordain.

In the "home-making arts" few impressions are more memorable than Wanamaker's foreign exhibitions of service and fancy china, art ceramics and marble and bronze sculptures. Wanamaker imports of the former are said to be the most extensive on this continent. The latter comprise proofs of the artistic skill of potters and sculptors whose loving labor has charmed the world.

Among the faiencereries represented are those of Palissy, Rouen, Limoges, Nuremberg, Dresden, Delft, Copenhagen, Naples, Vienna, Derby, and Doulten.

The sculptures come chiefly from Florence and Vienna. Many of the latter are reproductions of sculptors whose fame is deathless. Many are in replica of the incomparable masterpieces, whose originals are now scattered throughout the world, like disentangled pearls.

Musa, the Saracen Conqueror of Spain, once said: "When Wisdom came from Heaven to Earth she lodged in the head of the Greeks, the tongue of the Arabs, and the hands of the Chinese." The arts and crafts of an Empire that was once the birthplace of invention, that made designs on wood a thousand years ago and silk

embroideries in almost pre-historic times, must always be of absorbing interest—as must those of her winsome offspring, Japan.

What shall be said, then, of not only the proofs of Chinese and Japanese skill in ordinary industries shown in the great Wanamaker collection, but every sort of art, craft and skilled design in needlework the Eastern mind conceives! The catalog is literally innumerable. One recent Wanamaker invoice from the East comprised over 200 cases. Just as the Wanamaker connoisseurs visited Tokio direct to study and buy the products of Japanese pearl culture, so they visited personally each of the Far Eastern countries, gathering over three score separate categories of choice and beautiful things from every art and craft center of the Orient.

By the peasant firesides of Europe's great lace-making countries, in the quaint village of France, or among the Swiss mountains, the Wanamaker lace curtain chief lives for many months, supervising the cartoons and special designs upon which these expert needleworkers spend an entire year making lace curtains for Wanamaker's exclusive selling. That all this brings important economies to housewives is proved by the fact that Wanamaker's has become the premiere distributor of foreign lace curtains, bed-sets, and garniture in this country.

With the constantly expanding outlet of the two Wanamaker Stores, there has come a new era in marketing Oriental Rugs. Coming direct from the original assemblers in the Persian marts, and eliminating wasteful and extravagant intermediate profits, the Wanamaker Stores have broken all the costly Persian price traditions.

One of the most valued sources of Wanamaker imports of housewares is Germany, where the German housewife is interested in every labor-saving device and kitchen utensils that aid in the preparation of palatable dishes. Every similar device produced by the skilled artisans of France and England is also sought by Wanamaker foreign buyers—not forgetting the innumerable styles of Bavarian baskets, which in that basket-making center are as diversified as hats in Paris.

Beginning in January, the Wanamaker Stores prepare a whole year for Christmas Toys. This vast enterprise began 30 years ago. Children for whom toys were then bought are now buying toys at Wanamaker's for their children.

Every toy-making district of Germany, every little hamlet in the Valley of the Thuringer Mountains and in other interior sections, is visited. No pains are spared in fostering the genius and inventiveness of the toy and doll makers, as well as the mechanical talents of those who produce such educational toys as the airship, wireless telegraphy and others. In addition to the unique commercial side of this toy importation, Wanamaker's take peculiar pleasure in its many entertaining and educational features for the little folks. To visit Wanamaker's Toy World *en fete* for Christmas is almost as beguiling to grown-ups as to the children.

Surely there is romance in merchandise to those who have eyes to see. A tour through Wanamaker's is a tour 'round the world.



Interior of Club House of Millrose Athletic Association of the New York Wanamaker Store.



Club House of Millrose Athletic Association of the New York Wanamaker Store. Athletic Grounds of the Meadowbrook Club of the Philadelphia Wanamaker Store.



Mr. Wanamaker throwing out the ball at opening game on Meadowbrook Club Grounds, 1910. Running Races. Base Ball Team.

BOOK FOUR.

PUBLICITY.

CHAPTER I.

“TO speak truly of the store and its merchandise” is the simple rule of Wanamaker publicity. All Wanamaker advertising writers keep this precept before their eyes until they learn to keep it in their hearts.

The rule, of course, has many corollaries. But in itself it is fundamental and all-embracing.

Wanamaker publicity gathers its inspiration from Wanamaker merchandise. Wanamaker merchandise reflects the personality of the Wanamaker Store. The Wanamaker Store’s personality is but the composite individuality of the Founder of the Wanamaker business and of those he has gathered about him.

Wanamaker publicity is therefore *Wanamaker* publicity—original, distinctive, changing daily in form and matter as the New Kind of Store changes its merchandise and its environment, but remaining ever true and always the same at the heart. It is a pioneering publicity, cutting its way out of the solid rock of experience, leaving behind a model that is used the world over, but reproductions of which, like all *replica*, are not and never can be original.