

# MAXIMS

OF

LIFE AND BUSINESS

FROM

THE VARIOUS WRITINGS OF  
JOHN WANAMAKER



*“Thinking, trying, toiling, and trusting in  
God, is all of my biography.”*

(Telegram to Bridgeton [N.J.] Y.M.C.A., in  
response to request for sketch of his life.)

(RECAP)  
HF5386  
.W18

**638602**



*The paragraphs making up this collection are nearly all incidental sentences taken from editorials written by Mr. Wanamaker for the daily advertisements of his stores in Philadelphia and New York. A few are from his public addresses.*

---

*Compiled, 1916*

---

(Copyright, 1916, by G. H. Cilley)

---

**FIRST PRINTING  
FIFTY COPIES**

---

## MAXIMS

---

**There is no patent upon gentle courtesies.**

**There are Knights of Politeness and Princes of Sunshine.**

**For every courtesy, little or big, let us say, "Thank you!" to one another.**

**How far a cheerful look and word go in the make-up of the day's contentments!**

**Courtesy is a coin that we can never have too much of nor ever be stingy with.**

**We can only reach each other with sympathy—the biggest word among the three or four big words of the world.**

**There is no human hand that cannot ring a joy-bell for two persons on Christmas morning—for himself and one other.**

**I can forgive a man who does me wrong, but not until he makes the utmost restitution possible.**

**A man can be like a clock without hands—pointing nowhere.**

## MAXIMS OF JOHN WANAMAKER

Each day gives opportunity for distinguishing service.

A man may be bigger than six feet if he has any of the real Lincoln in him.

The 1069 vocations in which men and women engage are 1069 royal roads to greatness.

Almost every path leads straight ahead to a worthy goal, and the heart that beats high with courage is sure to win.

Service is not so much a thing to talk about as it is a thing to perform.

Every man may find some kind of opportunity in front of him if he is in earnest to avail himself of it.

Study to be unhurried, unflurried, and not easily provoked.

What a wonderful change is wrought when this quiet thing of a loving thought shoots round the world.

There is truly such a thing as keeping the heart unwrinkled. It is by being hopeful, cheerful, kindly, reverent and thankful.

It is something to be thankful for to be born with a genial spirit and gracious manners.



## MAXIMS OF JOHN WANAMAKER

The better we do, the more ambitious we are to do better.

Past achievements are achievements past.

Some men have to win—they just have to!

Patriarchal croakers sit squat on the edge of inland places and emit sounds and groans and weepings and documents against the times. What have they done to make times better? What useful thing have they invented, or what word of cheer have they spoken?

Every man and woman is capable of making a discovery that may be important and useful to the world.

On every road there is some young man coming on.

A man often lives best in his sons that follow him and do better than he has done.

Each new achievement is but a point to encamp at for one night only—the next morning to wake early and climb.

We want men who can see all around and take a step forward.

One may walk over the highest mountain, one step at a time.

## MAXIMS OF JOHN WANAMAKER

This business is a clock that goes. It marks time accurately for service. As each hour strikes, it wants to be remembered for what it can do to benefit the world.

Keep up the old standards, and day by day raise them higher.

I think we have tried to do our best, but the best is yet to come.

It is not enough to merely have an ideal. You must begin to do.

To arrive rather than begin is the real thing.

You and I have simply found some work to do, and we have borne hard upon it.

Every great undertaking is made up of the sum of past endeavors, plus ambition and the new visions.

Mr. Edison says idleness is sickness; what does he know about it? He never indulged in it.

To me always the farmers and gardeners of the earth are the real aristocrats.

The broader a man's pattern, the more will he have it in his power to gain success.

## MAXIMS OF JOHN WANAMAKER

When the people pay more, they get more for their money.

The backbone of the Irishman's or Scotchman's integrity is spun into the goods he makes.

It is difficult to keep the business tracks clear of business grasshoppers.

Fifty years in the life of a merchant ought to be worth something to a great city.

The emptiest man and the emptiest store are most talkative. Almost any one can blow a bubble, but it is only a bubble after all.

Mere palaver in print is worse than nothing, for it may be misleading.

A misplaced light on the shore has led to many a shipwreck. It is equally fatal to a storekeeper if his advertising chief handles a light that misleads.

Not to be afraid is something, but courage to go straight on is infinitely more.

Malice and meanness and misrepresentation will not deter me—I shall turn the other cheek when one is cut too deep.

## MAXIMS OF JOHN WANAMAKER

The truth can always stand up by herself.

Mankind is one family.

The years that roll so swiftly by often demolish our fondest dreams, because so many happenings occur to interfere.

---

Somebody has said that poverty is a spur, and economy a sword sharpened by necessity on both edges.

One must ballast the soul with patience.

All history is but little more than biography. No other kind of reading will better help a young man to educate himself.

One form of education is to see things and ask questions about the things seen.

The man who never asks informations or puts off asking for them, saying, "I will do it another time," is generally at the tail end of his class.

Some of us have found out that little things are frequently far from being little things.

Little things, uncostly things, go far in the making of happiness.

## MAXIMS OF JOHN WANAMAKER

It does not require large things, nor does it take large money, to make people glad.

There are two freedoms—the first, where a man is free to do what he likes; the other, where a man is free to do what he ought.

To lack a right estimate of the value of minutes, is to spend much of our lives out of breath.

Dumb power will make the speed, but it takes brains to make the safety.

How the world ever got on till each of us came along, is our enigma!

Few things live to honor and usefulness wholly upon their ancestry.

Each time that a woman bakes gingerbread it ought to be a better gingerbread than the one that came out of the oven the time before.

Only a few people do any all-around thinking.

The strength of men and stores and governments must be in adherence to principles.

Lincoln refused to play politics, but now it is politics to play Lincoln.

## MAXIMS OF JOHN WANAMAHER

It is an easy matter to criticize governmental policies, but it is difficult to remedy their defects.

Second-rate men know something about everything. Lincoln was a first-rate man who knew everything about one thing.

The world is a kind of blacksmith shop with anvils in it where some with strong arms must swing heavy hammers.

It is a great folly to run away from facts.

I believe it to be true that every baby is born with a song in its mouth.

A small drinking glass and a large one may be equally full, but the larger one holds more than the smaller one.

A California redwood tree has grown for a thousand years, and it is still only a redwood tree.

Explanations that have to be further explained are inexcusable.

We have not grown old: years do not make age.

The art of costuming a woman may rightly be classed as one of the fine arts.

## MAXIMS OF JOHN WANAMAKER

There is more artistic talent devoted to the adornment of feminine beauty than there is to painting and sculpture at the schools of art of the world over.

The thinking man who is true to his duty hour by hour is the man for whom there is always a place.

We love new friends, but never so much as the old ones.

There is no one whose horizon will not be widened, if he will only avail himself of the wholesome education of fellowship.

Smiles are roses along the way.

I never look at the sunrise that it does not give me a sunrise feeling.

Always reason up if you wish to reach the higher levels of vision and strength.

To think well is to grow well.

The path of virtue leads through the valley of sacrifice.

Tell your story and quit!

Be happy with what you have, and better things will come along.

## MAXIMS OF JOHN WANAMAKER

Unless we, each of us, keep moving among our friends each day, there will come no new sunshine into our hearts.

The sun comes to those who go to the sun.

*Conclude* — We shall improve every day and go ahead.

We build strong and true from the bottom up.

Put me down on the enlistment rolls, young enough for cabin boy, strong enough for stoker, or still in training for engineer.

Friends, they say, are not friends until their friendship is tested.

That the way to keep happy is to keep busy at the work we love, is the belief of us all.

It is not uncommon for kindly people to be proud of one of their number who by his own abilities raises himself above his original position in life.

Capital, with its manifold possibilities for good, in itself becomes an agency of wrong and calamity when harnessed with favored legislation.



## **MAXIMS OF JOHN WANAMAKER**

**In this busy life there is not time for soft words upon serious questions.**

**No man is lost on a straight road.**

**Let us not for an instant walk backward.**

**No dissensions, jealousies nor small, vinegar cruet men should be suffered to dwarf or discourage a city's bigness or the efforts of its citizens to do great things for the entire city's benefit.**

**Men who take initiative and do the most thinking to put a city forward are commonly decried and discredited and sore hampered until some of them leave the city for conditions believed to be more favorable to honest endeavor elsewhere.**

**The people will never grumble at taxes for improvements if they can be sure they are getting full worth of the money so taken.**

**Let us be citizens first and foremost, and not merely bankers, lawyers, merchants and manufacturers; and we need not hesitate to tackle large city enterprises nor be in doubt of success.**

**There is always ample room for all who do their work well.**

## MAXIMS OF JOHN WANAMAKER

It is only a small shrimp of a man who does not realize that to work for the public good in some form or other is the plain duty of every citizen.

Winners must be workers.

I think that posterity will write the history, the story of the labors, the triumphs, the genius, of our simple, every-day, earnest work for a principle.

Toil and fill your place and earn what you get, and try to be worth more than you earn—something bigger than you earn—something bigger and greater, not for yourself alone, but for the city.

I will not suffer myself to say any aggrandizing words.

There have been and still are, possibly, noble heads with nothing in them.

The oak rises, flourishes and dies; the hardest granite, as time wears on, shows the sign of age: but the mind of man, renewed and cultured at each generation, grows on forever, preparing for wider and nobler service.

## MAXIMS OF JOHN WANAMAKER

An unhealthy, stagnant pool of water isn't half as hurtful to a neighborhood as a stagnant man.

They shall grow who believe they can.

What's the use of a plan if we do not work it?

I believe that many of us have esteemed it an honor to be associated with a business that builds not only its character, but is building the character of the business of the world.

A customer has the right to some guarantee that his purchase shall prove exactly as represented.

Nothing but perfect satisfaction ever seals a sale.

The air is full of plans—and the plans are full of air.

Step forward with a clear head and use your will power early in the morning.

The old must go, and the young must step into their shoes.

Mushrooms grow in a night; so do graceful willows; but not banyan trees, whose roots reach down to the deep rocks.

## **MAXIMS OF JOHN WANAMAKER**

**Many persons expect to make much of their lives, yet go about it in a purposeless fashion.**

**To be a thorough business man or woman requires an education and a course of at least four years in a school of practice to enable one to earn a fair living.**

**The sacred obligations of our homes, the requirements of education, the cultivation of special mental gifts, the claims of philanthropy and religion, and the discharge of the citizen's duty in bearing a fair share of taxation and citizenship, demand that every man and woman must work and do his or her part in one way or another.**

**The aim and purpose of the business must always be that as the business rises it must lift every worker with it.**

**We are sure of our rightness so far ; now let us go ahead.**

**Keep step in the march of progress. Inflexibly, it must be step on or step out.**

**Let those who follow me continue to build with the plumb of Honor, the level of Truth, and the square of Integrity, Education, Courtesy and Mutuality.**

## MAXIMS OF JOHN WANAMAKER

The fact is, the old adage is true—that the more people do, the more they are able to do.

Form your own judgment and buy of whoever serves you best.

It is plain to be seen that others besides ourselves have discovered there are new sceneries moving upon the stage of commercial life.

It must be remembered that it is almost always difficult to be sensible of the merit of others unless it falls in with our ways, our lines of interest, or when it interferes with our own pretensions.

The man whose eye is ever on himself and his own little corner is often uninstructed as to what is going on about him.

Manners neglected in small things often decide for or against us.

Who says that the “good old days” were better than the present days?

Every man may find some good kind of an opportunity in front of him if he is in earnest to avail himself of it.

## MAXIMS OF JOHN WANAMAKER

Business men are drudges. When they called me at half-past six this morning I wanted another hour, and it was very hard to just push out.

A drunkard is a moral suicide.

I like to stand on my feet: it makes me lazy to sit down.

Better not make a sale than make a disappointment—better not make it!

Yesterday's best will not be accepted for today.

Every life has its high moments.

The fact that you [the older employes] have been with me so long means that I must have deserved well of you; and I feel that you deserve well of me.

You can teach a merely dumb man, but you cannot teach a dumb fool.

Our years are all well-built towers of victories and helpfulness.

If we are all of one mind, we can hold the fort.

## **MAXIMS OF JOHN WANAMAKER**

**It is poor prosperity that is blind to the need of God's favor.**

**It is only incapacity that brings defeat.**

**Success we get without God doesn't count up very much.**

**It is a poor oversight to leave God out of our calculations.**

**We cannot live upon the reputation of the past—it is the character that is within us and that we live out that has to make its mark as the days go by.**

**Don't try to blame your faults on women.**

**Any child can bemoan conditions, but its thought will turn defeat into success.**

**In the face of difficult conditions we ought to be very masterful.**

**Saying "We couldn't help it," is no way to meet a situation.**

**Good competition is valuable to a merchant.**

**Count no profit in goods until the goods are sold.**

**Who can name the worth of goods that nobody wants?**

## MAXIMS OF JOHN WANAMAKER

**The real merchant is the man who sees his goods sold.**

**Many untoward happenings may be called accidents; but what are we here for if not to save ourselves from accidents?**

**There is no business in simply keeping goods; it is in getting goods and selling them, and getting more goods and selling them. Keeping store with old goods in hope they will sometimes sell, is like keeping a hospital to nurse a lot of rag babies that you think might come to life some day and sneeze and smile at you.**

**The worst thing a man can do is to hide his mistake.**

**What is going on in the public mind is always to be considered seriously and respectfully.**

**It is best for a man to grow where he is planted.**

**Idle men think they know enough.**

**Never imagine that you are able to fool the people.**

**It is a great pity to be in any position where you cannot feel perfectly genuine.**



## MAXIMS OF JOHN WANAMAKER

Encourage even a greenhorn when he comes with a suggestion, even if it is a poor suggestion. Give him the real reason why you can't accept his ideas. You will make him feel better, and he will come again. Give consideration and get co-operation.

It is good to have a systematic way of doing things, but it is more important to be sure that you do them.

Let us spend our time on something to produce.

Learn to tell the difference between activity and work.

Trying to fool the people is only misleading yourself.

It is a fact that old employes lose much time fighting against new methods.

It is easier to sell goods that are going up than goods that are going down.

Visit galleries of good pictures, and they will grow upon you—the love of art will grow in you, though probably you will be unconscious of it. It is like living with a good person.

## MAXIMS OF JOHN WANAMAKER

People don't like "just as good" things.

It is well for us to be still a little while and think whether we are equal to the things we have got to do.

Only poverty and idleness embitter life.

Self-respecting labor begets a pride of independence: it awakens the senses to what is in the future of hope and a realization of what a man can do.

A man can't force travel all day or all his life at the same pace. He will have to slow down occasionally; but if he hasn't the spirit and enthusiasm always growing, then it is safe to say that he is the full size of the tub he is in, and there will be no more growth.

A man who believes he can stand still on any height he may have risen to, doesn't understand the situation.

We can find a dozen excuses; what we want is a better way.

There isn't anything more beautiful about any man or woman than graciousness.

Let us believe that courtesy is the sister of love.

## MAXIMS OF JOHN WANAMAKER

**A well-conducted business is a public benefit.**

**Personal notoriety, sensationalism and buncombe are not useful advertising.**

**New beginnings are the soul of perseverance.**

**Pay our gold coins of gentle speech as change for another's half-manners or rough, brusque speech.**

**New goods are better than bargains.**

**Time wasted is part of your life thrown away.**

**A man may own a farm and yet go to the poorhouse, if he does not prepare his land for planting and then do the actual planting.**

**The hardest work will not make a plum out of a potato.**

**The best we can do in being helpful is not as much as we wish to do.**

**Women who go about talking so much about the stores and the hard-worked sales-people, would do better to look a little into their own affairs and not keep their coachmen out until two o'clock in the morning.**

## MAXIMS OF JOHN WANAMAKER

**No man can dream character into himself. He must hammer and forge himself into a man.**

**We must be careful not to let our arms hang down.**

**What word can I speak to awaken within you the proper sense of the incomparable opportunities of the future, and at the same time pass on to you my sense of the tremendous responsibility of the hour?**

**Great wars, and all great movements of education, business and mercantile finance, require three things—common sense, loyalty and action.**

**I always mark down the man who sees nothing but faults in other people. I think he has not got a good discernment of things.**

**As far back as the histories go, considerable commerce seems to have been going on.**

**The great centers of trade are nurseries of science, art and invention.**

**After all, Christmas is but a big love affair to remove the wrinkles of the year with kindly remembrances.**

## MAXIMS OF JOHN WANAMAKER

Very few pleasures are let on long leases.

The sentiment of even the smallest gift often runs far into one's heart, just as a drop of ink from a pen runs far over the paper and into sentiments and good cheer.

I would not speak to men and women like little children, even though they may be people I consider as kindly as little brothers and close friends.

Fundamental things are the knowledge of our work, quality of our work, and the love of our work.

We must remember that the very best of us have made many mistakes.

Put yourself close to your work, bear hard upon it, stay by it, and get it done.

The worst kind of lying is making promises that you cannot fulfil.

You cannot charge more than other people for the same thing; but you can do better storekeeping, you can have different and better stocks, and you can see that the thing is better done; and the growth will be magnificent.

## MAXIMS OF JOHN WANAMAKER

If there is something wrong and it is my fault, you owe it to me to come and tell me; and if it is your fault, you owe it to yourself to come and tell me.

Education is a slow thing.

Nothing comes merely by thinking about it.

The men who are perfectly satisfied with what they are doing for me are not the men I want.

Any man that is afraid of being supplanted ought to be supplanted.

I will not stand still: I must learn all the time.

Learn to know that every day more is expected of you.

Competition will pound us hard, but let us see who can pound hardest.

It is not possible for any man to have all the good ideas.

Through all these years I have just kept my heart close to the heart of the business.

I do not believe in discouraging people.

## MAXIMS OF JOHN WANAMAKER

The man of all men I am most afraid of is myself.

I have no recollection of ever having been discouraged.

I cannot touch a single key that has a minor note in it.

You cannot fool the people: you cannot make them believe an advertisement when it doesn't ring true.

A good business should be organized in such a way that it can be independent of any man in it.

Nobody ever works well whose salary is reduced.

The nearest door to us is the one for us to get into.

Find a way to overcome things.

Overcome a hard job, overcome a difficult and discouraging job; fight, fight, fight, never stop!

A rainy day is a good day for me. I don't mind a rainy day. My mother used to say I never whistled any other time but on rainy days.

## **MAXIMS OF JOHN WANAMAKER**

**There is a lack of comprehension that business grows only by faithfulness.**

**I feel a terrible responsibility for having created this business if I cannot find the captains to keep it going.**

**You can never ride on the wave that came in and went out yesterday.**

**The spirit of indifference and laxity is fearfully contagious.**

**Attachments grow, and you can't help it.**

**We have a great business, we have a place to do it in, and I cannot stand for men who are not equal to their duties in it.**

**Have a good book to read all the time.**

**"Superiority" should be the daily watchword.**

**Business is not a matter of machinery; it is not a great granite building; it is not iron, steel and rock: it is the human force that is in it; it is the man.**

**Progress is the result of self-development.**



## **MAXIMS OF JOHN WANAMAKER**

**Somebody must have a vision and put years of strength and power back of it to shape things toward the ideal.**

**No human being can create a great thing suddenly.**

**It requires more brains to be a merchant than it used to.**

**To keep a store just right, is a branch of the sciences.**

**I have always had a broom in my hand.**

**To be harping on the fame of the past, is in most cases a weakness.**

**The light is always shining on a vision of a loftier commercial plane.**

**A great ship or a great store must just go on and do great things, and get bigger by good service, and never too big to correct its faults.**

**Each year is a step of progress.**

**We are not the mere automata of business. We are men and women reaching out hand and heart to make life easier and to make the world happier.**

## MAXIMS OF JOHN WANAMAKER

**Mutuality and Make Good, must be our motto.**

**Whatever has been good in the past, let us have some more of tomorrow.**

**I cannot but think that it must be a blessed thing to minister to the dying.**

**It seems to me that a tremendous responsibility rests upon employers in their duty to their painstaking employes who live their lives year in and year out under the same roof with them.**

**Originality, personality, initiative and invention of methods and easement of mercantile life are intangible influences, but they exist and are felt, though they may not always be definable in words.**

**Every man is his own philosopher and his own individuality; let him work it out. Time will test and prove him.**

**One ought to leave some kind of mark after fifty years to make it.**

**There are no locks on the doors of wisdom, knowledge, honest enterprise and opportunity.**

## MAXIMS OF JOHN WANAMAKER

Some will never learn the secret of truest happiness until they are able to give up something for the sake of others.

Customers have no short memories.

It is only women that can do two or more things well at the same time.

To love to work and have fifty years in active business, is a great privilege.

Knocking steadily at the door of opportunity will surely open it to success.

Commerce is not a speculation—it is the very life-blood that pulsates through every fibre of the healthy body politic.

The country has given us everything we have got.

It is a serious thing to fill people's minds with wrong and to have poison spread all over the country.

It is a tremendous thing to live: dying is next to nothing.

The twilight hours are good times to become acquainted with the world in which we live.

## MAXIMS OF JOHN WANAMAHER

Wealth can no more be created safely, and permanently held by the mere shuffling of securities, than character can be created by shuffling cards.

Many an empty bottle has a large label on it.

The Sunday school, wherever it has had proper development, comes nearer than any other religious agency to answering the greater needs of the human race.

Surely, whatever promotes the content of the people adds to their happiness and elevates the social life—makes for good citizenship.

The ranks of churchmen must be refilled and enlarged from the Sunday school.

But few places will give as many satisfactory returns in lasting peace, permanent pleasure, and great usefulness, as a well-established Sunday school.

Any one can run a short race and an easy one.

Life is made up of very little things.

True business is always constructive.

## MAXIMS OF JOHN WANAMAKER

Mercantile business can never be carried on by tools and machinery. Its organization and administration require human beings—people who have power to do things, who have knowledge that can come only by education and, with the education, inspiration.

A man cannot afford to be lenient with himself, though he be lenient with all others.

A man may know a good many things and not properly apply them.

Providence will favor the man who taxes himself to the uttermost.

There are many croakers this summer, upon the edges of lakes and creeks; there they sit, croaking and croaking; but they are only frogs, after all. And so it is all along life's shores, but the croaking men are only frogs of men.

Do not start out with inflated ideas of your own ability and worth.

A man's true estate and wealth is not in houses, railroad bonds, and the like; it is in himself.

## MAXIMS OF JOHN WANAMAKER

The prizes of this world are placed where men can get them only by their own great development.

Ideas and ideals really become the foundation of the main track of life.

History is but the account of men. It is written in type, carved in stone, and cast in bronze.

The earth is a vast magazine of materials; and man is the artisan placed in the world to collect, subdue and form them for their proper use.

Man's ability to labor is a growth, and learning is earning.

Earnestness, intellect, whole-heartedness and steady labor—this is industry, and in time will take all the prizes.

There is constant danger of a man falling into the way of thinking that the work of men will all appear on the Eternal Shore, and forgetting that there is any other way to live or do but his own.

The need of the age is for fraternity more than charity.

## MAXIMS OF JOHN WANAMAHER

I am willing to confess to you that I have endeavored to make a boy's dream a tangible reality; and, with unconquered purpose, I have steadily followed the North Star that I saw in the sky from the beginning, keeping it ahead of me always, and taking every kind of encouragement as simply a starting post for some greater achievement.

There is something going on in this business greater than the profit-and-loss account.

The making of America cannot be done alone with picks and shovels to build its forges and ships and railroads. The real America of the future is what its boys and girls shall become by academic and vocational training.

An apple tree does not seem to be doing anything until the vital sap runs off into apples.

Education, and engagement in a settled vocation, are essential to the true road to a successful life.

When the history of American civilization comes to be written, the work done here will stand out in its own clear light.

## MAXIMS OF JOHN WANAMAKER

We have to add play to our work.

Service is not so much a thing to talk about as it is a thing to perform.

Today's plans and performances make the only life that is vital.

Whatever benefits our patrons benefits us.

A merchant is, after all, only a purchasing agent for his patrons.

A man need not be a human yardstick because he is in business.

Friend: If you can write a book or do a deed to illumine a life, get at it at once.

Everything has to have a beginning.

It is easy to tell what a store is like from trifles.

There are times when each man has to steer from his individual port.

Everything that is done well is hard work.

Almost every one needs something we can give. Perhaps it is only a word, a look, a touch, a letter, or a sign of sympathy.



## MAXIMS OF JOHN WANAMAKER

Faults and failures are unavoidable with human beings who, when careless, forget and neglect; but training and care are lessening these misfortunes, and there is hope for yet greater improvements. The system is right, and the wrong thing is always in an individual's deficiency.

There are things that count more for good than bank notes or gold coins.

To go out into other lives creates an ever-widening circle of benefactions.

To take care of a little bird seems like a small thing, but it is small things well done at home or in a large store that count up to the good.

A transient act of kindness, little civilities, small courtesies as one passes along, may come to more than one would think.

The final determination must not be based upon the plow and harrow, but upon what the harvest is. The master farmer, who raises the best corn and adds most to the common good, as he inevitably must, is still the worthy farmer, no matter what the tools are.

## MAXIMS OF JOHN WANAMAKER

Hang out the glorious banner of our country over our homes, schools and churches. It is a flag that shelters and protects and commands the attention of the world.

To be a winner means hard and heavy work always.

Money is not the only profit of the kind of business we are working at.

You cannot pound out of nature or a community benefits beyond the fair, square, equivalent you give except at some future penalty.

No man can go to prosperity over the Bridge of Business without paying a toll coin stamped Truth and Probity, and being a genuinely hard and thorough worker.

Every stone in this store somebody had to quarry out.

There is such a thing as real happiness in business and a real duty in happiness.

You've got to have a lot of knowledge, strength and skill, as forces backed up behind and above you, to cut through things in this world, whether it be to run a mill, a ship, or a store.

## MAXIMS OF JOHN WANAMAKER

If you want to know what cherries, strawberries and peaches taste like, ask the children and the birds.

Stop looking through a keyhole and come out and look at the sky.

To make the best of the conditions is a common call, and if all pull together we can outride the storm.

It is ours to keep the peace and attend strictly to our own affairs.

Corn and men have to be ripened and well seasoned to be of any good.

A store is never really prepared to serve the public well by show windows and adroit advertising. Somebody who knows merchandise and knows who are its best makers must go far distances, and through wars and rumors of wars, and have courage and cash to get it home and ready for use.

What a throb of hope, courage and enthusiasm will thrill the hundred and more millions of Americans when it is a fixed fact that America will take care of our ocean goings!

---

## MAXIMS OF JOHN WANAMAKER

**Everything has to bear a test.**

**To shake a store by its own advertising pole will often reveal its fictitious claims.**

**The sun still shines on the isles of somewhere.**

**There are more days of blue skies than days of blackness.**

**The tendency to believe that everything is dark and downward is a sign of ill health or weakening brain.**

**Take the first road to the right and do something.**

**Wars and waitings and weariness cannot last forever.**

**A man in want who is big enough to take a little job and its little pay when he cannot find a job of his former size, is the man who will surely find work if he will keep on his legs for it.**

**The man who lets himself go gadding loose and idle may allow his head and hands to be so long out of commission that when necessity demands labor he may find himself totally disabled.**

## MAXIMS OF JOHN WANAMAKER

To coin a false nickel is as bad as coining a false quarter—the principle is the same.

One touch of sympathy in sorrow, and the whole world knits together into a nationality of peaceful endeavor.

No man can make horseshoes with gossip.

Do you think any vast business like this could be as fresh as the haul of fresh fish that the daybreak fisherman lands every morning on the ocean shore, if there were not hundreds of hands spreading their nets and making the hauls of boatloads every day?

Nothing happens of itself.

Just a little gift, costing one dollar, may give a thousand dollars' worth of pleasure, and be a lifelong grateful memory.

Whoever keeps on looking upward will think upward, and courage like an eagle mounteth with the occasion. Let him who sees afar make quick use of the moment, and he shall be crowned the genius of wisdom.

Neither money, praise, flattery nor a college education is sufficient to make a merchant.

## MAXIMS OF JOHN WANAMAKER

It is just as easy to keep a "be at home" house, a neighborly house, as it is to keep a clean house, a cheerful house, or an orderly, comfortable house.

Business is a science that cannot be bought, stolen or inherited.

Commerce has quickened the faculties of man.

This great business is to benefit all, serve all, please all, protect all.

It is hard to carry a full cup with a steady hand.

We would rather not make a sale than make one for the buyer to regret.

In no part of the world can any one get something for nothing.

To stand still in storekeeping is impossible, except to decay, in these days.

To be educated is to live.

Eternal vigilance is the price of successful storekeeping, banking, navigation and farming.

## MAXIMS OF JOHN WANAMAKER

Something says the past was only seed time.

If you sow neglect or haste, it is likely somebody will reap regrets.

Let's try to use our faculties to make everything bright wherever we stand.

It is the quality that gives the true measure.

To get anywhere worth while, one must take a ticket of preparation, and get on the tracks of heart and some effort, hammer and tongs, thick and thin endeavor.

To allow yourself or your opportunity to rust out is deplorable, and sometimes dangerous to others.

Many men build a little piece of life near the ground and never soar upwards with their uncompleted life.

The victory is always surer to those who stand up, whatever be the wind or weather.

We take inspirations from every storm.

Great oaks from little acorns grow, but generally it is left to somebody to find the acorns and plant them.

## MAXIMS OF JOHN WANAMAKER

Whoever can create a day's work for a man, helps his family.

Music is the universal language of the world.

One has often to pass through ordeals to rise to ideals.

If the past one hundred years has done nothing to ameliorate war, it has done much to civilize commerce.

Men change, but principles never.

All things in Nature are like Janus—two-faced; and have a double lesson for us.

The closer we unite with Nature, the simpler and lovelier we may be.

To begin again and begin again, is what the storekeeper has to do every day.

We are never satisfied with old stock phrases, or old stock methods, or old stock history.

Poetry is a great teacher, whether it be in words, or music, or other expression of great thoughts.

Any one that easily gets tired must not take up with storekeeping.



## MAXIMS OF JOHN WANAMAKER

America is a roomy place for the straight-forward thorough-goer.

It is not buildings or famous ancestry that make a city. It is the living men who have visions and work unselfishly to make them materialize.

Live-oak trees do not grow from mushroom beds.

Foxes come at last to the furrier.

To be calm, content and cheerful, and at your best, despite the weather, affects for good every one around you.

Mere cheapness does not denote bargains.

The plodding side and the heroic side run close together.

A little more effort on the part of everybody to make the times better, and they will surely come along.

The twilight hours are good times to become acquainted with the world in which we live.

No nation is an accident or a matter of chance.

## MAXIMS OF JOHN WANAMAKER

A man strives most for what he desires.

When the bucket is full of clean, fresh water, no one would think of carrying it to the well.

Not every one can swim that puts on a bathing suit.

We do well to hark back for light and inspiration to our great men's clear visions, sturdy purposes and safe examples.

The American merchant should do his repenting before he puts off his wares upon his customers.

The manner of the beginning is a small matter. The real thing is to arrive at the destination started for.

Obstacles are not infrequently turned to good account, like the stiff winds that force the draughts in the furnaces of the steamships and fill the sails of the barques and brigs on the ocean.

No man is anything worth while if he is only a tailored clothes-horse.

Nothing can come out of a man's headpiece which is not in him.

## **MAXIMS OF JOHN WANAMAKER**

**Titles and wealth cannot coin a Jeanne d'Arc or a Paul Revere.**

**Duty comes clearly to the men and women who are listening at their doors for the first knock.**

**A merchant is truly a dealer in futures, because his supplies come from every part of the globe.**

**Time is a galloping racehorse which never pauses; it urges swift diligence.**

**No business organization can rise higher than its leader and owner, constantly in the field, directing each day's plans and work. Proxies are not responsible or equal to it.**

**Let us make our own happiness by hard, hopeful work.**

**Let no one make the road harder by magnifying difficulties and making the worst of everything.**

**Unpunctuality is a thing that grows upon a man or a woman, and it is thoughtless and unnecessary.**

**Life will not be unfair with us; for duties well done there are songs along the way.**

## MAXIMS OF JOHN WANAMAKER

There is not enough stuff in any of us to divide up into many parts. We are merchants plain and simple, and all our time and labor are concentrated upon it.

Knowledge is not power unless there is forehandedness to keep the tank full of gasoline and have on board a supply of the right make of rubber tires, as well as the tinkering things for a broken-down engine or springs.

A good store is something more than a trap to catch a customer in.

A crooked road is always the longest one around.

The Furnace, the Hammer and the Anvil are the principal makers of today's prosperity, but it is not in the construction of plows and pruning hooks.

The unfaltering good will of the United States for all the nations of the globe, and the great prosperity with which America is blest, prompt us to magnanimity and generosity.

No cup creates the water, nor is the water to be purchased. There's plenty of it.

## MAXIMS OF JOHN WANAMAKER

An epitaph of some kind is inevitable to all, be it spoken or printed in type or marble. It is governed, however, by the Dial on the Face of the Life Clock; and whether the clock strikes the hours truly or falsely, everything depends on the right Key and careful winding up at the right time.

We are all living under the Stars and Stripes. It is the flag of the land of our birth or the land of our adoption. We owe allegiance to no other flag.

It is not good enough to be well read. We must help others by what we read.

A man may be a fine library in himself. What does it come to if he keeps all his poetry and knowledge to himself?

Whoever lives a life of nothingness, even with wealth or without it, is to be pitied. Just a real, fine harvest you can carry home out of the summer of your life, or no harvest at all, as you determine yourself.

It does not take so very much to make people happy if one just has her wits about her.

"The sleep of the laboring man is sweet" because with an honest heart he has done a good day's work.

## MAXIMS OF JOHN WANAMAKER

The healthiest and happiest people in the world are those privileged to work a full business day.

Preparedness today not only is the slogan of the nation, but it is the keyword of our storekeeping.

It is not the size or age of a store or its advertising that counts, but the real thing narrows down to: Is it alive all over?

The woman or man with burning heart who carries a little lamp to light the way, may lighten life's burdens for somebody.

A man may love his business, but he needs more love than that in his life.

Let's have more of the muscles of energy and eagerness of baseball in business.

Being right and doing right is the secret of feeling right.

Every fault of a store or of a home is traceable back to an individual who does not do his or her part right.

To be a real man, big or little, or a real woman, old or young—good and true—is to be the finest thing on earth.

## MAXIMS OF JOHN WANAMAKER

What right has any man, woman or child to a foothold on the earth, if they cannot do their little part to help along as smilingly as the sun does his part day by day?

Whoever depletes their work by creating losses instead of profits, has no future in business anywhere.

People can scatter frowns or flowers, or growls or gladiolus, and thus leave behind them noxious weeds or gardens beautiful.

Let happiness run after you when it wants to.

Why not get inspirations when you can?

Trading in goods leads directly to the exchange of ideas.

Most things that are well done are done with exactness.

Thoroughly great men are only men, but they do thoroughly what they do, whether it be small or great things.

There are thousands who fall just a little short of great success by small carelessnesses and forgetfulnesses.

## **MAXIMS OF JOHN WANAMAKER**

**The man who can do one thing well and unflinchingly, even if what he does is only to open a door for visitors, is a better helper to the world than the man who does many things poorly.**

**Resolutely doing the same thing rightly is not always easy, but it is great. It develops patience, and "practice makes perfect." There are world records to be broken in every calling.**

**It will be rather a wonderful discovery to some people that other people are human and have feelings like our own.**

**We are not yet done discovering better ways to do business.**

**The best start for a good day's work is to be up and at it with the first hours of the morning.**

**The world would be a perfect place to live in if everybody could not only so speak and write but do the right thing.**

**Merchandise must have integrity, and so must the merchant when he speaks of the goods and fixes the price.**



## MAXIMS OF JOHN WANAMAHER

Keep sweet—little courtesies are better than good manners.

The vital struggle of a war is before the first shot is fired—when the plans are made.

To be thoroughly engrossed in a pursuit is the only way to succeed in it.

Our homes and stores, offices and workshops, will be the better for unforgotten courtesies.

I am not sure that it is possible for me to define both the spirit and the letter of the unseen part of a living force.

This business was not a gift or an inheritance from rich ancestors. Its early days were days of little money, large ambitions, loads of ideas, and untiring work. The whole story is told in the two words, Ambition and Work. Necessity was the teacher, and Labor was the discipline whereby we learned our lessons and prospered.

Let nothing sag or fall. Hold fast all we have wrought into the system, and add to it out of the ever-ripening experience; and by all means see to it that no one fails to keep step in the march of progress.

## MAXIMS OF JOHN WANAMAKER

Courtesy cannot be borrowed like snow shovels—you must have some of your own. It is fair to say that in the last half-century probably no greater advance has been made in any direction of civilization than in the science and system of mercantile business.

The paramount purpose of the Founder of this business was from the first to stop the down-grade and fakir-like practices of the mercantile world of fifty years ago, and not only help to save the mercantile profession from lowering its flag, but raise it from the dust as high as any other of the learned professions and occupations.

All can help, but none shall hinder.

The worth of a nation is only to be counted up by the worth of its men.

Faithfulness, Loyalty and Thoroughness are three words which we can all understand; and understanding them, practice them, from the greater unto the least.

This business created a necessity for advertising that obliged others to advertise, and enabled the newspapers to double and treble their pages and reduce their prices to the people.

## **MAXIMS OF JOHN WANAMAKER**

**The highest glory of this century will be for America when it is recognized by the world that its people have become reverent and obedient to laws and have demanded and secured the prompt execution of every law on the Statute Book, that equal justice may be done to the poor and to the rich without delays or favor.**

**Only ourselves can come short of our expectations.**

**A jaded body is not usually the inventor of ideas.**

**Take the safe rather than the swift way in trade as well as in other navigations.**

**All the gates of the business world are open to every one.**

**There are many who choose to live underground, whose minds are lighted only by prejudices and jealousies. They see nothing clearly, and wonder why.**

**Times as well as winds change, and business ways must be improved or everything gets on the down grade.**

**A rusty man is of as much use as a rusty key.**

## MAXIMS OF JOHN WANAMAKER

Whatever is well planted will grow if it has proper care.

In the daily round of our day's work, little gates open to us all, especially if we do our part with each other.

To speak the right word, and do the right deed at the right time, make it easier for the man next to us in the little world we live in; when you and I, you in your corner, and I in mine, are on the watch to do this, we will touch the next man to us, and the bigger world will be better to live in.

You can tell fretters by the telltale in their faces.

Neither the first thought nor the first impression is always right. One must walk all around a thing to see it from every angle, to make the best decision.

There are times when strength and safety come by standing still, be it ever so hard for men of energy and men of enthusiasm to do so. Rushing hither and thither in uncertainty is often only giving play to our desire to be doing something, rather than the exercise of depth and calmness of judgment.

## **MAXIMS OF JOHN WANAMAKER**

**Where did the birds go to school to learn how to build nests?**

**Neither money, praise, flattery nor a college education is sufficient to make a merchant. Business is a science that cannot be bought, stolen or inherited.**

**At first sight there does not seem to be much heroism or romance in the life of a merchant, but commerce has quickened the faculties of man.**

**It is a rare satisfaction to benefit humanity through the trivial details of routine and inventive work.**

**Isn't it only little-minded people who fail or forget to show simple courtesy?**

**All our work is easy if we love it.**

**If we could only cut away the dead wood of life, the wastages of time and profitless engagements!**

**If it were not for advertising, the people would have to use much more time and labor in getting about to be informed of the latest.**

## MAXIMS OF JOHN WANAMAKER

It is no time to moralize when people are starving.

Everyone honors the man who fulfills a duty at all hazards.

A business life gives a chance to everyone to apply his ability and to become distinguished to some good degree. It is the idler, the indolent and the shiftless that never get distinction.

We have too many faults to be boastful.

To make light of the fathers of the country and the principles they died for, may be to reap a harvest of bitterness and dissension for the children who follow us.

If you sow neglect or haste, it is likely somebody will reap regrets.

There is a living Washington, a living Franklin, a living Lincoln, and a living Liberty Bell, that should always be an inspiration to us.

In these days of free education and instruction every young man can set up for himself sooner or later.

## MAXIMS OF JOHN WANAMAKER

God never made a man just because He wanted one more man: He wanted you. He started you with a different-shaped head, different face, and different thoughts.

Most men get a great thought or visions, and they think they do not have to work. These visions will come, and they are capable of doing something very wonderful, but in a long life I have never seen a great success like that.

I would not have been prepared to build this large store when I did, if I had not saved two and a half million dollars little by little.

You can do almost anything with a man who has confidence in you.

You want first of all to have confidence in what you are selling.

A man should have a clear vision of his vocation, and manfully and planfully—not playfully—work it out.

Confidence! Confidence! Confidence! That is your capital.

God hears a woman's prayers, I believe, before He hears any other.

## **MAXIMS OF JOHN WANAMAKER**

**I have lost time, strength, money in every direction, but never anything that was spent upon a Sunday school.**

**We must have sympathy for each other ; but we must go on and finish.**

**Business must rest on the uncrumbling foundation of confidence in one another.**

**It is of great importance in business to be just right, as well as right just.**

**We are never satisfied with less than sure and full service.**

**Strength in all around, and justice in every part!**

**I have tried to get as much land as I could and build the greatest building I could, but I have always been willing that every other man should do the same.**

**Business, to my mind, is the means to exchange knowledge, labor or skill for a living.**

**It is a rare gift to know how to spend money to the best advantage.**

**There may be an economy of time and money that is an extravagance.**



## **MAXIMS OF JOHN WANAMAKER**

**Many men build a little piece of life near the ground and never soar upward.**

**A man strives most for what he desires.**

**We do well to hark back through life for that inspiration through our great men's clear vision, sturdy purpose and safe examples.**

**To get anywhere one must cut loose and actually start.**

**This great business is to benefit all, serve all, protect all.**

**Dear old Autumn! Let us drink deep with our eyes and senses of her odors and enthrallments while we can.**

**Books go well with gardens.**

**We steadfastly affirm certain principles of business procedure to which we will adhere in the future as in the past, believing that we are serving the public by always going forward.**