

of customers. If ten per cent. additional will pay the whole cost of carrying on the trade, the advertising may be profitably enlarged in the proportion that the addition to the receipts justifies it. From this it may be seen at a glance exactly how the tradesman, who has given the subject the thought it deserves, can add to his profits and astonish simple-minded people who plow in the same easy-going way their fathers did before them, never going out of the beaten track.

Much less than a hundred years ago, in the days of slow-coaches and very slow people, when business men were content with few sales and small profits, it made little difference whether a tradesman advertised his goods or not. But the whole course of trade and traffic has undergone as much change as other things, and now it is indispensable that he should keep up with the progressive spirit of the times, and he is certain to succeed best who in business tact, and the liberal expenditure of money, leads rather than follows in the race. It is doubtful if any retail clothier in the United States scatters as much money among newspaper people as John Wanamaker. A new establishment recently opened by him on Chestnut street, one of the most extensive on that fashionable thoroughfare, is being brought into notice by the same means that the Market street house was made known. It is advertised as containing clothing plain and nobby, cut artistically, warranted to fit, and superior in all respects. It has connected with it a juvenile department as complete in all its arrangements as the adult customer branch, and affords facilities for dressing little people not often met with. Thus much of John Wanamaker as a clothier. Outside of his business he is as active and energetic as he is in it. When a mere boy he became a member of the Young Men's Christian Association, and, being a ready speaker and a pushing fellow, he soon made his mark, and he is now one of the foremost of that organization. Four or five years ago, in company with others of his own spirit, he set about the collection of funds for the building of a chapel and Sunday school, on a large scale, in a part of the city not well provided with either. It was a gigantic undertaking, conceived in a spirit of Christian benevolence, and requiring efforts of no ordinary kind to carry it out. That the work was accomplished according to the design of the founders, and that it stands a monument of what may be done by well-directed effort, are facts beyond dispute.

The subject of our sketch is not one of those who would hide his light under a bushel or do a good act without caring to let it be known. His name is cut in enduring granite on the front of one of the fountains which stand near Independence Hall, with "presented by" as a prefix, while the lady who subscribed sufficient to erect the other had too much modesty to let the wayfarer know, as he stops for a cool draught of water, to whose liberality he is indebted for it. But the irrepressible John was only following out a work he had begun some time before. He had caused the universal "Wanamaker & Brown" to be chiseled on the street crossings, painted on rocks, and mounted on house-tops. That they have not been wafted to the clouds, and tied to the tail of a fiery comet, is only because Yankee ingenuity has not yet devised the ways and means. No doubt the seeming impossibility would be attempted did not newspaper advertising fall in so entirely with the views and feelings of the head of the firm.