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Quotes by Wanamaker, John

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John Wanamaker (July 11, 1838 - December 12, 1922) was a United States businessman, considered the father of the department store and the father of modern advertising. Wanamaker was born in Philadelphia, Pennsylvania.

Do the next thing.

- Wanamaker, John

When a customer enters my store, forget me. He is king.

- Wanamaker, John

Courtesy is the one coin you can never have too much of or be stingy with.

- Wanamaker, John

Half the money I spend on advertising is wasted; the trouble is I don't know which half.

- Wanamaker, John

People who cannot find time for recreation are obliged sooner or later to find time for illness.

- Wanamaker, John

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

- Wanamaker, John



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