

SUPPLEMENT

THE STORY OF AN AMERICAN SUCCESS

How Books Are Made--From the Pulp Mill to the Library Shelf.

WHAT A "STANDARD" STAFF REPORTER SAW

At the Largest Book-Making Establishment in the World--An Interesting Interview With the President of the Werner Company, in Which Some of Their Secrets of Success Are Disclosed.

From a Staff Correspondent of the STANDARD, CHICAGO, Ill., April 5. To get out the greatest literary work in the world, to get for it the largest circulation in the world, and to give it to patrons at the lowest price in the world, is surely something of an under-asking.

This is what is being done by the Werner company, with whom the STANDARD has made a special contract by virtue of which this great work is being furnished to its readers for a limited time at such remarkable introductory rates.

The famous Encyclopaedia Britannica revised to date at 10 cents a day.

I came to Chicago to find out and to tell you how they did it.

I found that \$3,500,000 is invested in the enterprise; that the Werner company is

found the best kind of indorsement, success, there are some braying critics who seek to close the storehouse doors again. The inspiration of the objections to this enterprise is English, but may be it is honest and the publisher, the Werner company, therefore meet it with an honest, candid reply. The critics say that no one in America has a right to publish the Encyclopaedia Britannica; that it is the work of an English house, and that its production and management should be left to that house.

Everybody knows that the Encyclopaedia Britannica was originally an English publication. The company which established it, and which has grown rich through a century of successful life, was formed under English laws and protected by Eng-

lish laws, and had for a purchasing constituency the people of Great Britain's dominions. This constituency is what they counted on; this constituency has made them rich. They had no rights which they were protected in here in America, and they didn't count on having any.

As years went on the great country of America developed, and invention reached its golden age. Through discoveries and

inventions, backed by Yankee push, the literary products of this country and all others were being served to the people here at a cost so low as to astound the world. The Britannica people had not kept pace in the matter of inventive enterprise with Uncle Sam's publishers. Their work was about as costly as ever, wholly out of the reach of the ordinary man, who is in America clamoring for

the planets, yet all essential, if mysterious, factors in the general plan? That was the thought that struck me most forcibly as I entered here.

The Werner company do none of their shipping from Chicago, everything of a mechanical and laborious nature being done at their immense printing house at Akron, O. A small portion of the Chicago office is occupied by stray copies of works and sample cases of various publications, all the rest of it is in active occupation by employees, who are working away for dear life, at I can't tell you what, but they evidently know well enough. The picture of the interior of the office will show you better than words can what the place looks like.

A Heart of Knowledge. No company now engaged in the subscription book business comes anywhere near rivaling the Werner company, either in number of agents employed or in the extent of territory covered. In the constant employ of the company there are at least 250 general agents, who, residing in the larger cities of the world, have regular territories assigned to them, as have the correspondents of our great newspapers. But if we count the men who work as solicitors for the corporation's publications in the various parts of the universe, who draw sustenance from its business, and who are its agents in the hamlets and the townships, we will find at least 5,000 people who look to the Werner company for employment. These agents are in every civilized country of the earth, no matter what the nationality or what the language in Alaska, Bombay, Calcutta, South America, South Africa and her majesty's dominions in India.

It is a bubbling, pulsating, beating heart of knowledge, that place at Nos. 315-21 Wabash avenue, whose arteries and veins circulate the globe. Its throbbings send the lifeblood of knowledge into the brain of the reading universe, and its life-giving action is felt in the home, in the workshop and in the house of worship, among all peoples and in all climes.

THEIR GREATEST WORK. The Encyclopaedia Britannica and its Features, as Revised and Reprinted. The Werner company has made a reputation for doing big things easily. A reputation is secured in this very encyclopaedia enterprise, when the company not only undertook the largest project ever conceived, but accomplished the undertaking in the shortest known time up to date. Within eight months from the time the actual mechanical work on the reprint was commenced, the whole number of

argued that if the American public weren't harnessed up to their wagon it wasn't fair.

They had made one fortune in England, they now sought -- and it was obviously an afterthought -- to make another fortune in America.

What would this fortune have meant to American? Nothing less than the closing again of the doors of this storehouse except to the fortunate few, and the saying to the American people: You must have more money if you want information; American invention is intended to help England's classes, not our own masses; America believes that knowledge is the true leveler, the backbone of all true republics, but it can't very well let its people have this knowledge.

America agreed to nothing of the kind. So the Werner company, confident of the justice of their position, went ahead with their enterprise, of which the American people are at once the promoters, the makers and the beneficiaries. The result is that their efforts are attended with applause and magnificent patronage wherever introduced throughout the country.

Now, as to what every prospective purchaser of this edition of the Encyclopaedia Britannica wants to know -- who are the men back of its publication, their standing, how the work is printed and published, and what patrons get for their money when they purchase the edition.

PUBLICATION OFFICES. Where the Encyclopaedia Is Published, and How the Business Is Done.

The Werner company is a corporation organized under the laws of the state of Illinois, with a paid up working capital of \$1,500,000, and doing a business which will this year aggregate easily between \$1,000,000 and \$2,000,000. Its publishing offices are at Nos. 315 to 321 Wabash avenue, directly opposite that famous Chicago structure, the Auditorium, from the top of which every Chicagoan believes you see can the best part of the world.

If anything in the way of human industry can be likened to a hive where busy bees prepare honey for the world, certainly the office of the Werner company may be permitted such descriptive simile. The entire fifth and sixth stories of the building which this corporation occupies are truly as busy as any hive, and the sweets there deposited and arranged delight the taste of the mind, just as the products of the hive delight the taste of the palate.

As you look over the 200 and odd people employed here and, busily engaged in their work, you wonder what and where is the thread that connects their results and weaves it all into the fabric of complete achievement and success. Here are typewriters, there are bookkeepers, elsewhere are men and women writing and pondering, and everywhere are young people bustling hither and thither with books, packages, notes, memoranda and the like. Haven't you often wondered as you entered a great commercial house and looked it over casually, without knowledge of its diverse details, how the system was devised which kept all those people busy hour after hour, day after day, seemingly as independent as

questionably, the Werner company's undertaking is a boon to the American public.

The Encyclopaedia Britannica is the largest, the most reliable, the best known safety deposit vault of knowledge in this language. For a century this work has played an invaluable part in the intellectual world. Representing, as it does, the ripest judgment and the most accurate information of the time, it has all along held undisputed sway in the scholastic arena. In it is found one of the most potent aids to that educational development on which the future of the race depends. It covers every subject in every department of knowledge. It answers fully and authoritatively every question that can be asked.

One difference between the Britannica and all other encyclopedias consists in the

fact that the subjects are each handled as in a complete treatise, and you are given all the best information upon each subject, just the same as if you purchased a book on that topic written by one of the ablest specialists in the world.

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The book, as an actual fact, is more solidly bound than the original Edinburgh edition itself. Wide margins on the pages allow opportunity for full marginal references, that give ineluctable convenience to students, as well as ready access to any subject in all its various phases.

With its 28 volumes, 22,000 pages, 10,633 illustrations and 67 maps and plans, this edition stands today not alone the greatest and best work for the money ever offered, but as well the greatest and best publication for American readers ever offered for any money. It invites comparison, it challenges competition.

THE WERNER WORKS. Where and How the Britannica is Made, From the First Wood to the Last Cover.

AKRON, Ohio, April 5. -- Did you ever go fishing and actually have such good luck that when you come back you were a little afraid to tell about it, because, if you should, some one might say you were well, dropping into hyperbole a bit?

Now, if you have been blessed with such an uncommon experience, you have felt somewhat as I feel when I begin to convey to you my impressions of the place where these encyclopedias, that nearly every reader of the STANDARD desires, are made, for you had a big advantage over me: You could show the fish.

I couldn't even show the Werner works, of course, but I did bring along some of my rough pencil sketches of it, and if anything more is needed, I say to you there is a lovely hill out in Ohio, one of a series of hills on which the city of Akron, whose diversified enterprise has made it famous within 19 years, is built. At the foot of this hill run, just like twins, the Erie railroad and the Columbus, Akron & Cleveland railroad, and up on the top of the hill, about an eighth of a mile from the Akron station of both roads, stand the works of the Werner company. There it is, the largest bookmaking establishment on the American continent. Go look at it some time.

The buildings cover 200,000 square feet, or over five acres of floor space. Within its departments is done every variety of work ever conceived or performed in the name of or in connection with the "art preservative of all arts" -- printing in all its branches, lithographing, book-making, label work, wood and metal engraving, electrotyping, embossing, photographing, designing, sketching, process engraving, etching on zinc or copper, and half-tone plate making. In it are employed 600 men and women, who are expert specialists, and its annual output exceeds \$4,000,000 a year.

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stantly that a live hog placed in one end will, in a few minutes, come out the other end as a string of steaks and squares, with one of those "wonderful" marks on each and an expression on the hog's face.

At the Werner works, late in Akron, is the largest and most important of the same department of the world in the form of a book, a printed, bound, illustrated, wrapped and addressed, copy. They have to send out the book, except possibly the label, and you know that this has any quantity of that rule in its little pocket. It has its own private railway, which branches up from the Erie to its storehouse book dock. It has its own fire department and apparatus.

Its through equipment of new maps up to date were produced at a cost of \$2,000,000.

VIEW OF THE ELECTROTYPE FOUNDRY AT THE WERNER WORKS.

Having a two-fold object in view, first to improve the Britannica for American uses and secondly to avoid any question of their right to republish this ninth edition in America, had the 25 copyrighted American articles rewritten entire, and the whole work revised on American subjects, covering nearly covered before, and bringing every figure, fact and main item to today and to the very perfection of accuracy.

Not was one labor done, as are many revisions, by cheap laborers, who use a scribe where they should use a pen, and a paste-pot and a guess where they should apply brains and fact.

VIEW OF ONE OF THE PRINTING ROOMS AT THE WERNER WORKS.

The American copyright articles were rewritten to date by eminent American writers.

But the crowning feature of this edition is its American additions and revisions prepared under the direct supervision of the well-known encyclopaedia editor, W. B. Doolittle, D. D., LL. D., assisted by an able corps of trained writers, throughout revising the entire work to date.

The binding. In external appearance this set of books is fit to grace the shelves of any library in the land. It is one of the most elegantly and substantially bound editions ever printed, and is far superior in its frame-

work to the ordinary encyclopaedia. These facts can be attested among the people who have already availed themselves of the offer made through the STANDARD.

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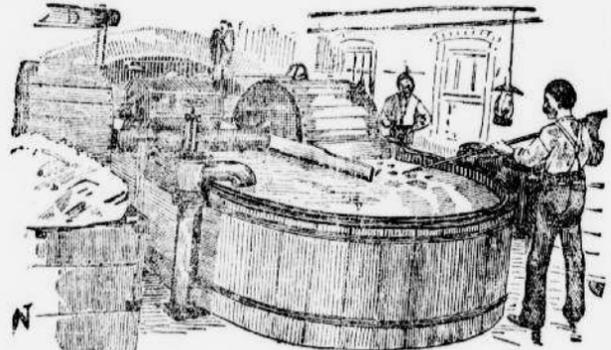
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PULP AND BAG MAKING.

the largest subscription book publishing company in the world; that it has in its employ, all told, about 12,000 men in this country; that the encyclopedias are printed at Akron, O., where 600 people are employed in the largest book-making factory on the globe; that all concerned with the enterprise have already made reputations as the strongest, ablest, most progressive men in their various lines in America.

An American Industry. And from this cursory review of the facts it is plain that the Encyclopaedia Britannica, as reprinted by the Werner company, and made attainable by all the people of the Northwest through the STANDARD, is an American enterprise, born of American pluck, energy and shrewdness, backed by American capital and brains, manned by American industry and brawn, executed by American machinery, whose cost comes out of American pockets, and whose success means not only the employment and pecuniary benefit of a part of the American people, but the enrichment of the whole of the American people with mental stores, whose value far transcends all material considerations.

The Werner company have, as it were, unlocked the world's most richly treasured storehouse, thrown open wide its doors, and invited every man, woman and child who has thought and ambition to enter and walk down the aisles, whose shelves are studded with gems of thought;

to climb up on the ladders, where are to be found the gold of facts and the valued gold of general information; to stay as long as they please in these Aladdin-like surroundings; and, when they please, to take away as much of the contents of this treasure trove as each one can find use for in the outer world of work and happiness.

Hereafter, this storehouse, where the master minds of the world had left the products of their experience and study as a bequest to posterity, had been seen from the inside by very few comparatively. Its doors only yielded to the magic touch of wealth. And there are some people to-day who would like to have it always so.

Why the Work Is Reprinted. Even now, when the enterprise has

found the best kind of indorsement, success, there are some braying critics who seek to close the storehouse doors again. The inspiration of the objections to this enterprise is English, but may be it is honest and the publisher, the Werner company, therefore meet it with an honest, candid reply. The critics say that no one in America has a right to publish the Encyclopaedia Britannica; that it is the work of an English house, and that its production and management should be left to that house.

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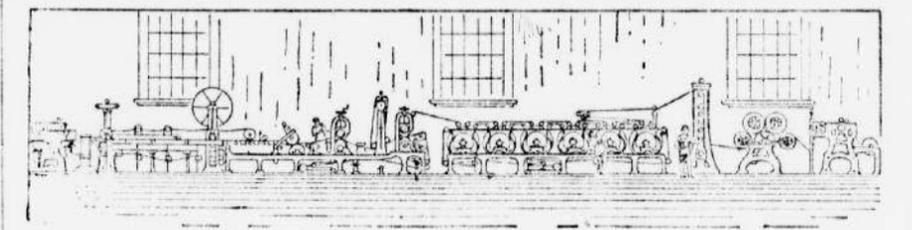
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