

Was Werner (an infamous bootleg publisher in the US) involved in any print runs in the 11th edition of the EB after 1911

No, the Werner Company was not involved in any print runs of the 11th edition of the **Encyclopædia Britannica (EB)** after 1911. In fact, Werner never had any legal or authorized involvement with the 11th edition at all.

The timeline of events explains why their involvement was impossible:

The Copyright Lawsuits and Corporate Collapse

- **The 9th Edition Piracy:** During the late 19th and early 20th centuries, Paul E. Werner and **The Werner Company** based in Akron, Ohio, became infamous for printing unauthorized, pirated, and "Americanised" bootleg versions of the *Encyclopædia Britannica Ninth Edition*.
- **The Legal Battle:** The official publishers of the Britannica repeatedly sued Werner for massive copyright infringement. Werner spent millions of dollars fighting these battles.
- **Financial Ruin (1909):** Because of these crushing legal disputes and structural financial troubles, the Werner Company went into receivership and collapsed in **1909**—a full year *before* the first volumes of the 11th edition were even released. By 1914, the company was completely defunct.

Who Actually Printed the 11th Edition?

The iconic 11th edition (1910–1911) represented a total break from previous American bootleggers. It was a completely new work managed under highly controlled, prestigious partnerships:

- **Cambridge University Press** handled the initial historic printing and publication runs between 1910 and 1911.
- **Sears, Roebuck and Co.** (spearheaded by Britannica owners Horace Everett Hooper and Walter M. Jackson) took over the massive marketing and print distributions after 1915, notably publishing the compact "Handy Volume" issue.

Because Werner was bankrupt and legally barred from utilizing Britannica materials by 1909, any vintage "Werner Edition" of the Britannica you encounter will strictly be an unauthorized reproduction of the **9th edition**.

Before 1915, how did US purchase the 11th edition which came out in 1910-1911. Would they have had to import it from the UK

No, Americans did not have to import the 11th edition from the UK. Although the [*Encyclopædia Britannica*](#) was traditionally a British institution, the landmark 11th edition (1910–1911) was printed and sold directly inside the United States.

By 1910, the company was entirely owned and managed by American businessmen—Horace Everett Hooper and Walter M. Jackson. They transformed the manufacturing and distribution of the 11th edition to cater heavily to the American market.

Local U.S. Printing

To avoid astronomical transatlantic shipping costs and import tariffs, the American owners contracted the massive manufacturing job locally. The 11th edition became the very first version of the *Britannica* to be printed in the United States by the famous commercial printing firm **R.R. Donnelley and Sons** in Chicago, Illinois.

The Encyclopaedia Britannica Company (New York)

Purchasing a set in the U.S. before 1915 was straightforward because the publisher set up a domestic corporate arm.

- **The Imprint:** Volumes printed for the American public bore the dual imprint of *The Encyclopædia Britannica Company, New York* alongside the London office.
- **The Dedicated Office:** A dedicated Manhattan headquarters managed all operations, order fulfillments, and customer service for North American buyers.

How Americans Purchased It (1910–1914)

Before Sears, Roebuck & Co. introduced the cheaper, photographically downsized "Handy Volume" issue via mail-order catalog in late 1915, affluent Americans bought the full-sized 29-volume master set through two primary aggressive marketing methods:

- **Direct Mail Subscription:** Hooper used cutting-edge American advertising campaigns in popular U.S. magazines and newspapers. Buyers would clip out an order coupon, mail it to the New York office, and purchase the set via monthly installment payment plans.
- **Door-to-Door Salesmen:** A massive network of direct-to-consumer canvassers traveled across American cities and towns, selling the prestigious leather-bound collections straight to families at their doorsteps.

Back to Werner. With the 10th edition published in 1902, there was a 9-volume supplement and map volume. I believe Werner was authorized to print this (before bankruptcy). Were there others?

No, the Werner Company was never authorized to print the 10th edition. In fact, Werner's use of the 10th edition material was just as unauthorized and heavily litigated as their previous piracy of the 9th edition.

The 10th edition consisted of the 25 volumes of the 9th edition plus **11 supplementary volumes** (9 text volumes, 1 map volume, and 1 index volume).

Werner did indeed print these supplements, branding their version as "**The New Werner Twentieth Century Edition of the Encyclopædia Britannica**". However, they did this entirely without permission.

Who Was *Actually* Authorized to Print It?

The 10th edition (1902–1903) was a joint venture between the original British publishers and a newly formed, highly official Anglo-American corporate partnership:

1. **A. & C. Black (UK):** The historic Scottish/British publishers who owned the rights to the 9th edition.

2. **The Times (London):** The prestigious British newspaper partnered with American businessmen Horace Everett Hooper and Walter M. Jackson. Together, they formed **The Encyclopædia Britannica Company**.
3. **The Authorized Printers:** The genuine, authorized sets for the American market were managed by the New York office of The Encyclopædia Britannica Company. They contracted established, high-end U.S. printers—such as the **Norwood Press** (J.S. Cushing & Co. and Berwick & Smith) in Massachusetts—to print and bind the official volumes using the authentic, copyrighted text plates.

The Truth About Werner's "Authorization"

Werner claimed they were "adapting" the work for Americans, but it was done by exploiting pre-1911 U.S. copyright loopholes. Because the United States did not fully recognize foreign copyrights for older British works, American bootleggers could legally copy the 9th edition text.

However, when the official publishers created the *new* 1902 supplementary volumes, they meticulously registered them under American copyright law. Werner pirated them anyway by subtly altering text and maps to dodge lawsuits. The official Britannica company immediately sued Werner again, which ultimately contributed to Werner's corporate receivership and bankruptcy by 1909.

Other Unauthorized "Pirate" Competitors

Werner was not alone. Because selling the Britannica in America was incredibly lucrative, several other major American publishers printed unauthorized versions of the 9th edition and their own custom "10th edition" supplements:

- **The Henry G. Allen Company:** Printed a notorious unauthorized version of the 9th edition and added their own 5-volume American supplement to act as a 10th edition.
- **R.S. Peale & Co. / Chicago Guide:** Produced heavily altered, cheap, unauthorized versions of the encyclopedia for the Midwest market.

That's good, so Norwood Press, and other printers were contracted via New York.

Yes, exactly. The New York office of **The Encyclopædia Britannica Company** served as the central hub for all North American operations, directly hiring and managing the elite American printers like Norwood Press.

Under the aggressive leadership of Horace Hooper and Walter Jackson, the New York office functioned as a highly sophisticated publishing and logistics machine.

Why They Used Norwood Press

The New York office selected Norwood Press (based in Norwood, Massachusetts) because they were widely considered one of the finest book manufacturing syndicates in the country. Norwood Press was a powerful combine of specialized companies:

- **J. S. Cushing & Co.** handled the incredibly complex typesetting and electrotyping.
- **Berwick & Smith Co.** managed the high-volume, high-quality presswork.

- **E. Fleming & Co.** executed the prestigious cloth and leather bindings.

By routing the production contracts through New York to Massachusetts printers, the company could perfectly replicate the official British plates while printing the 10th edition's supplementary volumes domestically. This ensured that American buyers received a beautiful, authoritative product that was completely free of the typos and cheap paper found in Werner's unauthorized bootlegs.

Other High-End East Coast Contractors

While Norwood Press did a massive share of the heavy lifting, the New York office also leveraged other premium East Coast bookbinders and printers to keep up with the intense demand generated by their massive advertising blitzes. This included contracting with top-tier establishments in the **New York metropolitan area** and **Philadelphia** to assist with specialized leather binding and distribution logistics.

This network allowed the New York office to flood the American market with legitimate, high-quality sets, ultimately starving out the unauthorized Midwest pirates like Werner.

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