

SUMMER 1993

KNOW



A MAGAZINE FOR BRITANNICA PEOPLE EVERYWHERE



1768 1993

Encyclopædia Britannica
Encyclopædia Britannica
Encyclopædia Britannica

Anniversaries

Anniversaries for the First Quarter, January, February, March 1993

30 Years

Nicole Gaillard
*Nice, EB France Territorial
Manager*

Micheline Jugy
*Versailles, EB France
Administration*

Ken Lee
London, EB UK/Ireland Sales

25 Years

Alice Andrasco
*Chicago, EB Publishing
Group*

Vivian Arnette
Chicago, EBNA Credit

Julia Barilla
Chicago, EB International

Roger Buet
*Versailles, EB France
General Manager*

Lois Fambro
Chicago, EB Computers

Robert Lancy
Chicago, EBNA Traffic

James G. Lowe
*Springfield, Merriam-Webster
Editorial*

20 Years

Arthur Bohnenberger, Jr.
Chicago, EB Purchasing

Elizabeth Blowers
Chicago, EB Editorial Copy

David Goetz
Hartford, EBNA Sales

Robert P. Gwinn
Chicago, EB, Inc., Chairman

Robert Heet, Jr.
San Diego, EBNA Field

Cynthia Pezzuto
*Chicago, EB Budgets/
Planning*

Patricia Simpson
Chicago, EBNA Marketing

Derek Snoxall
*London, EB UK/Ireland
Executive Vice President*

Louis Wilcove
San Diego, EBNA Field

Estelle Williams
Chicago, EB Printing

Taeko Yonezawa
Tokyo, BJI Collection

15 Years

Catherine Anderson
*Chicago, EB Cash
Management*

Ida Appolloni
*Rome, EB Italy
Administration*

Oreatha Blake
Chicago, EBNA Exhibits

Pierre Ceane
*Toulouse, EB France
Universalis Sales*

Chiao Er Cho
Chicago, EBNA Data Entry

Francesco Colella
*Rome, EB Italy
Administration*

Bob Fellenberg
Adelaide, EB Australia Sales

Dale Hoiberg
*Chicago, EB, Inc.,
International Product
Development*

Eustacio Magpantay
Chicago, EBNA Mail Order

Pearlie McClelland
Chicago, EBNA Credit

Derek Mills
*London, EB UK/Ireland
Sales*

Damian Nadarajah
*London, EB UK/Ireland
Accounts*

Sandra Payne
Chicago, EB Order Entry

Patrizia Petaccia
*Rome, EB Italy
Administration*

Brenda Robinson
Chicago, EBNA Order Entry

Kenneth Ruark
*Chicago, EBNA Account
Services*

Ivory Rushing
*Chicago, EBNA Field
Administration*

Tammy Tsou
*Chicago, EB Editorial
Composition*

Rosemary Valdes
Chicago, EBNA Credit

10 Years

Rebeca Almanza
Chicago, EBNA Exhibits

Violetta Alcantara
*Versailles, EB France
Administration*

Paolo Araclio
Teramo, EB Italy Sales

Rose Bernard
*Chicago, EBNA Lead
Distribution*

Jack Beynon
*London, EB UK/Ireland
Educational Sales*

Giuseppe Cannata
Syracuse, EB Italy Sales

Josephine Chrzastowski
Skokie, EBE Warehouse

James Dunne, Jr.
Chicago, EBNA Collections

Dale J. Fellingner
*Springfield, Merriam-Webster
Sales*

Roberta Ferrigni
*Rome, EB Italy
Administration*

Kenneth Froelich
Lombard, Britcom

Kamran Hanif
Washington, EBNA Field

Frank Hefeli, Jr.
*Chicago, EB Publishing
Group Vice President*

Scott Kingsley
*Newcastle, EB Australia
Sales*

Jakub Kugler
*Melbourne, EB Australia
Sales*

Ali Laadj
*Versailles, EB France
Administration*

Kathryn Luetmer
*Long Beach, California,
EBE Field*

Harry McDonald
Sydney, EB Australia Sales

Maria Adelaide Meli
Varese, EB Italy Sales

Hiroshi Mizutani
Tokyo, BJI EB Sales

Claude Parent
*Versailles, EB France
Administration*

Paolo Piconi
Udine, EB Italy Sales

Antonio Pisano
Naples, EB Italy Sales

Olga Pompili
*Rome, EB Italy
Administration*

Harold Schroeder
Minneapolis, EBNA

Chizuko Takahashi
Yokohama, BJI EB Sales

Hideo Tominaga
Kitakyushu, BJI EM Sales

Sawako Yamaguchi
Hiroshima, BJI EM Sales

5 Years

Anna Appolloni
Sassari, EB Italy Sales

Adelina Bonasia
Pescara, EB Italy Sales

Janet Buick
Chicago, EBNA Data Entry

Martha Campfield
Chicago, EBE Telemarketing

Valeria Cerimele
Rome, EB Italy Sales

Willard Christy
*Irmo, South Carolina, EBE
Field*

June Colwill
Perth, EB Australia Sales

Joseph Da Cunha
*London, EB UK/Ireland
Sales*

Chris Day
*London, EB UK/Ireland
Educational Sales*

Michael Eagan
Mesa, Arizona, EBE Field

Ozie Emanuel
*Chicago, EBNA Application
Systems*

Ann Farmer
*Chicago, EBNA Premium/
Incentive*

Evelyn Foster
Chicago, EBNA Collections

Eric Gauthier
*Marseille, EB France
Universalis Sales*

Jeffrey Goldberg
Long Island, EBNA Field

Patricia Graham
Long Island, EBNA Field

James Guetling
Cleveland, EBE Field

Thomas Guetling
Folsom, California, EBE Field

James Henderson, Jr.
Kansas City, EBNA Field

Yohko Konaka
Tokyo, BJI EM Sales

Kazuhiro Kusakabe
Tokyo, BJI EM Sales

Peter Letts
*London, EB UK/Ireland
Sales*

Heinz Landolt
Versailles, EB Europe

Udo Lortz
Zürich, EB Europe

Alessandra Massaro
Forli, EB Italy Sales

Christine Mitchell
*Auckland, EB New Zealand
Sales*

Fabrizio Nencini
Viterbo, EB Italy Sales

Linda Norton
Cincinnati, EBNA Field

Yukiko Okada
Yokohama, BJI BAV

Cathy O'Neill
Denver, EBNA Field

Kayo Osanai
Sapporo, BJI EM Sales

Sheila Papadas
*Chicago, EB
Telecommunications*

Mary Paul
Chicago, EBNA Collections

Michael Paulin
*Chicago, EB, Inc.,
Controller's Office*

Thomas Pence
*Carol Stream, Illinois,
EBE Field*

Rick Pepper
Los Angeles, EBNA Field

Yolanda Perez
Miami, EBNA Field

Luisito Piersante
Pescara, EB Italy Sales

Charles Quist
*London, EB UK/Ireland
Sales*

William Reich
*Chicago, EBNA Application
Systems*

Carmen Rivera
*Chicago, EB, Inc.,
Controller's Office*

Diana Rivera
Manhattan, EBNA Field

Paolo Rizzato
Modena, EB Italy Sales

Antonello Romania
Frascati, EB Italy Sales

James Rossi
Dallas, EBNA Field

Patricia Salazar
*Chicago, EBE BLM
Telemarketing*

Perry Strong
*Chicago, EB Printing
Services*

Anthony Tan
Adelaide, EB Australia Sales

Todd Ventresca
*Chicago, EBNA Application
Systems*

Nancy Wilke
*Chicago, EB, Inc.,
Controller's Office*

Choi Sang Won
Seoul, KBC Marketing

Yuhko Yamada
Sapporo, BJI EM Sales

Atsuko Yamazaki
Kyoto, BJI EM Sales

Shinichi Yazaki
Kitakyushu, BJI EM Sales

Kim Jun Yong
Seoul, KBC Sales

*Continued on inside
back cover*

2	ANNIVERSARY: 225 YEARS
17	BRITANNICA'S TOP EXECUTIVE IN EUROPE Giuseppe Annoscia
19	INNOVATION AS USUAL AT EBE The Britannica Science System
21	MORTIMER IS 90! Scenes From A Happy Occasion
22	THE BEST OF ENCYCLOPÆDIA BRITANNICA NORTH AMERICA 1992 Honorees
23	FOR ALL SEASONS Al Troube

ANNIVERSARIES We are pleased to bring you this anniversary edition of *Know*, covering some of the festivities halfway into our 225th year. At a special media luncheon, representatives of our many friends around the world paid tribute to Britannica. The United States Congress and the city of Chicago honored us as well. In this issue we also provide some company history and some entertainment. There are other anniversaries, too: we have been reminded that Britannica Japan celebrates its 30th this year. Robert P. Gwinn celebrated his 20th anniversary as chairman of EB, Inc., earlier this year; he has been a member of the board of directors since 1960. Giuseppe Annoscia's successful career began in 1968. Mortimer Adler turned 90 at the end of 1992. In this issue we also bring you something new—the Britannica Science System, a revolutionary way to teach and learn science at the elementary school level. We hope you enjoy the return of *Know*.

—Norman L. Braun
Chairman
Editorial Advisory Board

EDITOR Sheila B. Fine

REGIONAL CONTRIBUTING EDITORS Amanda Ross, *Australia and New Zealand* □ Bernard Giordano, *Western Europe* □ Patrizia Conte, *Italy* □ Nobuko Itonaga, *Japan* □ Tom Panelas, *North America* □ Marqueza De Ocampo, *Philippines* □ Lee Hyun Jung, *Republic of Korea* □ Raul Herrero, *Spain* □ Carol Seale, *United Kingdom and Ireland* □ Lee Phenner, *Merriam-Webster, Inc.*

ENCYCLOPÆDIA BRITANNICA, INC. Robert P. Gwinn, *Chairman* □ Peter Norton, *President*

EDITORIAL ADVISORY BOARD Norman L. Braun, *EB, Inc., Chairman* □ Robert L. Baseman, *EB North America* □ Joseph E. Elliott, *EBE* □ Stanley D. Frank, *EB, Inc.* □ Normand LaJoie, *EB North America* □ Susan Tapani, *EB International* □ Robert McHenry, *EB, Inc.* □ Douglas Paul, *Britannica Marketing Companies* □ Karl Steinberg, *EB, Inc.* □ Woodrow A. Sutton, *EB, Inc.*

CREDITS Cover and back cover, original design, and magazine design and layout by Ray Machura, Ray Machura Design. Original illustrations of celebrity owners and contributors, and drawing of Mortimer Adler, by Larry Kowalski, senior copy editor, EB, Inc.

To All Employees:

In all my time with Britannica, I have never felt better about our prospects. Our traditional products, including foremost the Britannica itself, have maintained an unparalleled reputation for accuracy and depth, and are sought by those around the world. We have broadly expanded Britannica's reach, too, with the creation of encyclopedias in many different languages. And, of course, Britannica has pioneered in new communications technologies, which I believe provides our companies exciting leverage for growth in the decades to come.

Because of the nature of our enterprise, it is the Britannica person—yourself—who gives us any competitive advantage we may enjoy in the marketplace. I want to take this opportunity to tell you how much I personally value your dedication and commitment to serving our marketplace and helping us prosper in future years.

Bob Swinn



The December 1992 board of directors meeting. Seated, from left to right, Louise Benton Wagner, director; Robert P. Gwinn, chairman; Ezra Solomon, director; and Frank W. Considine, director. Standing, from left to right, James B. Edwards, D.M.D., director; William Bowe, vice president, general counsel and secretary, EB, Inc.; Edmund A.

Stephan, of the law firm Mayer, Brown & Platt; John D. Gray, director; Peter Norton, president and director; John P. Frank, director; and Newton Minow, director. Not shown: Walter F. Mondale and Professor Diane Ravitch, directors.

Starting With a Very Special Luncheon for the Media

In a rightfully immodest manner, *Encyclopædia Britannica* rang out to the world its status as the world's oldest continuously published English-language encyclopedia.

Beginning early in 1992, Britannica public affairs staffers conducted numerous meetings and spent countless hours devoted solely to planning for the company's 225th-anniversary celebration in 1993. Some ideas were intriguing but were ruled out because of cost.

Other proposals were eliminated because of impossible logistics. The challenge: squeezing the most fanfare out of the available resources. The staff, although occasionally stymied, was determined to meet the challenge and pressed on.

The flow of fresh ideas never ceased, and plans were honed down to the smallest detail. The momentum to publicize the celebration commenced in December with a distribution of press materials and 225th-anniversary pocket diary planners to hundreds of journalists in the United States.

Chicago Mayor Richard M. Daley proclaimed January 1993 as Encyclopædia Britannica Month in Chicago. And praise for Britannica, with acknowledgment of its 225th anniversary, was proclaimed and inserted into the Congressional Record for Thursday, February 4, 1993, by U.S. Senator Paul Simon.

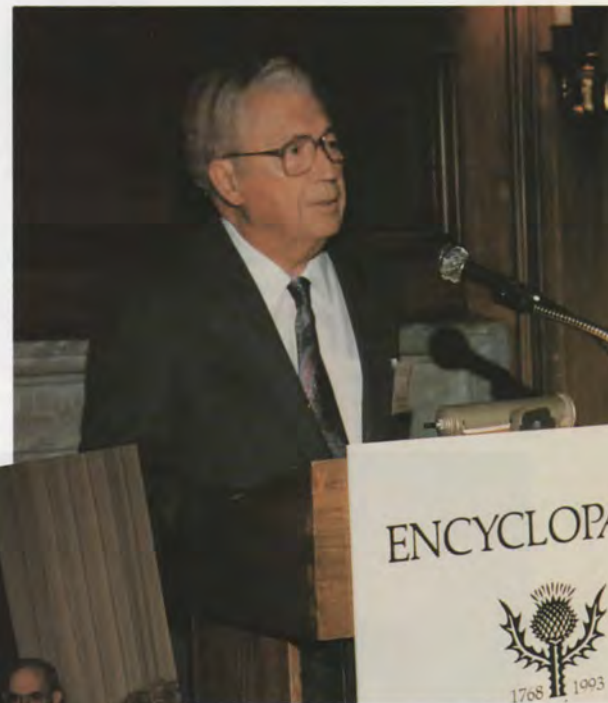
The planning for the media campaign was for a three-way approach, one of which, a luncheon at the Chicago Club

on February 17, was attended by leaders of the Chicago, national and international news media. The theme: Britannica's Edinburgh heritage.

Here EB Chairman Robert P. Gwinn announced that Encyclopædia Britannica is celebrating its anniversary throughout 1993, beginning with sweeping revisions and updatings of the set itself. "The world we knew just a few short years ago has undergone changes so vast that Britannica



Bill Kurtis, one of the top Chicago television anchor persons, helps Britannica mark the anniversary.



Robert P. Gwinn speaks of the significance of the occasion.

Irv Kupcinet, center, at table, observes the "Scotsman's" performance.



has dramatically underscored this phenomenon with major revisions in our newest printing," Gwinn said.

The luncheon featured additional remarks by Peter Norton, president, EB, Inc., Mortimer J. Adler, chairman of the Encyclopædia Britannica board of editors, and Robert McHenry, editor in chief. There also was a unique presentation by a "Scotsman." Barry Schechter, an actor, generated applause, laughter and a mention in the widely read "Kup's Column" in the *Chicago Sun-Times*, one of the two major Chicago newspapers.

The whole event was designed to evoke 18th-century Scotland and consisted of a reception and full dinner of the typical Scottish fare of that period.

In addition to Irv Kupcinet ("Kup"), the best-known newsman in Chicago, the event was attended by the top-ranking members of the print and broadcast media.

Those attending included John W. Madigan, president and publisher of the *Chicago Tribune* (the other major Chicago newspaper); Bill Kurtis, the lead broadcaster on the 10 p.m. news on the Chicago outlet of CBS-TV; John Callaway, veteran journalist and on-air

personality of Chicago's Public Broadcasting System station, WTTW/Channel 11; Milton Rosenberg, whose highly rated talk show is broadcast over Chicago's WGN Radio; Lerone Bennett, Jr., executive editor of *Ebony* magazine; author, radio show host and prominent man-about-town Studs Terkel; and WGN-TV Vice President and General Manager Peter Walker. Bureau chiefs of major news organizations also attended.

There were also representatives from the following organizations: Reuters, *People* magazine, the Voice of America, the *Japan Economic Journal*, the American Library Association, the *Los Angeles Times*, United Press International, *Publishers Weekly*, U.S. Senator Paul Simon's office, the British Consul General's Office and the Illinois Secretary of State's office.

In addressing the group, McHenry said, "Britannica historically has led the way in tracing political and governmental events, and our newest printing, off the presses in February, illustrates the massive alterations in the political landscape.

"I think it is safe to say that *Britannica* leads the way in this our 225th year with the most thoroughgoing coverage of the



Peter Norton, right, with Bob Gordon, British Consul General's office.



Patricia A. Wier, president, Britannica Marketing Companies, chats with Peter Walker, vice president and general manager, WGN-TV ("World's Greatest Newspaper," in reference to its owner, the Chicago Tribune).



Fred H. Figge, executive vice president and chief financial officer for EB, Inc., left, and Stuart R. Paddock of Paddock Publications, center, converse with John Callaway, WTTW/Channel 11.



The elegant interior of the Chicago Club

state of the world as it existed in late 1992," McHenry said. "The political changes in the world of the past few years appear almost unprecedented in history, compelling the world's publishers to make dramatic changes in their texts in order to keep pace."

The second part of the publicity program was the simultaneous release of the

specially designed 225th-anniversary press kit to the 1,000 largest newspapers in the United States. The third was a similar announcement distributed to thousands of smaller daily and weekly newspapers throughout the U.S.

Those members of the press attending the luncheon received a special gift of a set of *Encyclopædia Britannica*, pre-

sented by Chairman Gwinn, along with a copy of *The Treasury of the Encyclopædia Britannica* and a press kit packed with informative materials reflective of a company with 225 years of history behind it.

The next event followed by one day and consisted of interviews with Robert P. Gwinn broadcast via satellite by television stations spread across the country. Included in the group was Chicagoland TV, the Chicago Tribune's new 24-hour cable news service for metropolitan Chicago.

McHenry was interviewed for United Press International radio and print transmission to all UPI subscribers worldwide.

The Encyclopædia Britannica North America (EBNA) sales organization has events tied into the anniversary, as do all of the other Britannica Companies worldwide. EBNA sales representatives and managers can win a trip to Edinburgh—where it all started so many years ago—for selling at a certain level, of course.

There is employee awareness everywhere, be it in the form of buttons, balloons or posters.

On February 25, Anniversary day, EB employees with winning company identification numbers enjoyed a free lunch.

A full foreign-language Voice of America interview with Bob Gwinn was transmitted both in English and in about 40 other languages to countries around the world in early March.

Britannica made Page One of *USA Today's* Fact Box on March 4, in the paper's Life section, comparing the first edition with the 15th edition.

Publishers Weekly ran an article in its March 29 issue that included interviews with Robert P. Gwinn and Joseph Esposito.

Festivities are planned for headquarters employees.



Norman Ross, veteran Chicago broadcaster and businessman, left, and Studs Terkel chat with Dr. Adler.



Robert McHenry, editor in chief, discussed the 1993 printing of the *Britannica*.



Norman L. Braun, vice president of public affairs, EB, Inc., left, in discussion with Robert E. Johnson, executive editor of *Jet* magazine.



Joseph E. Esposito, president, EB Publishing Group, at left, with WGN's dynamic talk-show host Milton Rosenberg



PUBLISHERS WEEKLY

MARCH 29, 1993

Encyclopaedia Britannica Celebrates 225 Years

The Chicago-based Encyclopaedia Britannica is celebrating 225 years in a business it essentially defined when it was established in Edinburgh, Scotland, by an enterprising trio of editor, engraver and printer.

EB also tries to keep up with new technology, both in the processes by which it's produced and the products it sells. Its 44-volume set is produced using a proprietary method that handles page makeup, then is still stripped in. This year's new product includes an electronic CD-ROM, with 16 references to the 32-volume set. EB also produces Britannica Fact-Check Database, a product developed particularly for school book publishers recently derided for paying insufficient attention to accuracy. A stand-alone system for IBM-compatible equipment, it will become available this spring.



The thistle reflects EB's Scottish origin.

Britannica has "shaped Western thought unlike any other institution," said EB president Peter Norton at an anniversary luncheon held recently in Chicago, where the firm is headquartered.

The First EB

The first Encyclopaedia Britannica was published at the dawn of the industrial age and its first principle was utility. To that end, its articles were a compendium of how-to information on highly practical topics like beekeeping, horsemanship, brewing, curing baldness, and midwifery. Those curious can purchase a replica edition of that first edition, which EB offers for \$198.

Though the compilation has become more standardized over the years, EB's editors are still challenged by the process of determining what should be included—and left out. Beginning about 50 years ago, EB started the process of continually updating itself. "We copyright a new edition every year," says new EB Publishing Group president Joseph Esposito, and every year about 10% of the encyclopedia's content is revised.

Although the company's multimedia group is reported to be up for sale (News, March 1), EB currently produces the Compton Multimedia Encyclopedia, which adds sound to speeches, enables users to zoom in on maps, and goes quickly to additional information in other articles. EB also produced some of the first electronic books available with Sony's Bookman and is working with R. R. Donnelley to develop prepress systems for CD-ROM products.

In recent years, EB has also begun an extensive translation program, reworking the encyclopedia into Chinese, Russian, Greek, Italian and other languages. At its 250th anniversary, EB hopes it will be able to celebrate how electronics and encyclopaedia will be working together to "make education more available," said its longtime chairman, Robert Gwinn.—CONNIE GODDARD

Reprinted from the March 29, 1993, issue of PUBLISHERS WEEKLY, published by Cahners Publishing Company, a division of Reed Publishing USA. Copyright 1993 by Reed Publishing USA.

Huntsville, AL
TIMES
Huntsville Met Area

Encyclopedia observes 225 years

The books that people once felt constituted an individual's "sole library" celebrate their 225th anniversary this year. "Encyclopaedia Britannica" was born in 1768 when a "Scot-Gentlemen" talent to "know!"

Columbus, MS
Commercial Dispatch

In Our Opinion

Britannica, At 225, Hustling To Keep Up

The Encyclopaedia Britannica — in print continuously since 1768 — is celebrating its 225th anniversary this year. The celebration, in the calmest of times, would be accompanied by changes and updates, of course, but the cataclysmic changes in the world since 1989 mean that the latest 32-volume edition out this month has:

- 8,000 updated articles and many new graphics;
- 3,300 new or revised maps;
- and 200 new or revised maps.

And now the oldest continuously published reference work in English is treating the Soviet Union as a "closed historical episode rather than as a current geographical entity." That change has also meant a new article on the Balkan states that surveys developments in Croatia, Yugoslavia and Slovenia — an article under review by Editor-in-Chief Robert Gwinn.

Thomasville, GA
Times-Enterprise

Britannica celebrating anniversary

Special Report

Encyclopaedia Britannica is celebrating its 225th anniversary in 1993 with revisions and updates resulting from changes about the world. The changes resulted in almost 8,000 updates.

USA Today
Washington, DC
Washington DC Met Area

USA SNAPSHOTS®
A look at statistics that shape our lives

Swelling encyclopedia
How Encyclopaedia Britannica today compares to its first issue 225 years ago:

1768		1993
3	Volumes	32
2,689	Pages	32,000
3 million	Words	44 million

© Encyclopaedia Britannica
By Nick Galifianakis, USA TODAY

Borne, IN
Tri-Weekly News
Ft. Wayne Met Area

Encyclopaedia Britannica, the oldest encyclopedia in continuous publication in English, celebrates its 225th anniversary this year.

Fort Collins, CO
COLORADOAN
Fort Collins-Loveland Met Area

■ "E" is for Encyclopaedia Britannica, which appeared 225 years ago in Edinburgh; and the Elks, who appeared 125 years ago in New York.

Chicago, IL
Sun-Times
Chicago Met Area

THE ENCYCLOPAEDIA Britannica observed its 225th birthday with a luncheon for civic leaders at the Chicago Club on Wednesday. And for a touch of showmanship, a Chicago actor, **Barry Schechter**, clad in kilts and speaking with a thick Scottish burr, told the story of the three Scotsmen who founded E.B.

Encyclopedia has kept up with the times
Britannica looks to past for 225th anniversary

By **CINDY GARNER**
Staff Writer

Remember all the hours spent in the library looking up information for a school report in the encyclopedia? It's very likely that the encyclopedia was Encyclopaedia Britannica. This year, 1993, the oldest encyclopedia in continuous publication in the English language is celebrating its 225th anniversary. To celebrate this occasion, Britannica is re-issuing a replica of its first edition, a three-volume, 2,689-page set with 160 copperplate engravings.

"The Society of Gentlemen" pulled its funds and talent together and produced Encyclopaedia Britannica, a "compendium of knowledge." Founders of this society included William Smallie, editor; Andrew Bell, engraver; and Colin Macfarquhar, printer. The editors in the most recent years have upheld the encyclopedia's reputation as the "World's Greatest Know-It-All" by keeping up with the Space Age, the rapidly changing political frontier and the astounding discoveries and changes in science and economics. The upcoming 1993 edition contains current articles about the new Commonwealth of Independent States, AIDS and California News Net-

Sears, Roebuck and Co. mail-order empire acquired Britannica in the early 1920s. In 1942, William Benton, retired founder of the advertising firm, Benton and Bowles, had become vice president of the University of Chicago and he proposed that Sears donate Britannica to the university. Sears agreed, but university trustees hesitated because of the financial responsibility of administering a commercial publishing operation. Benton put up his own money and took over administrative responsibility in 1943. The 15th edition was published in '74 after 15 years of work and more than \$2 million in

tained 30 volumes divided into three parts. In 1965, at a changeover made of a two-volume set into a three-volume set, Robert P. Gwinn Corporation, such chairman in 1973. Under Gwinn, Britannica marketed 100 countries through. Also under the dictionaries publishing firm Co., now Britannica acquired 60-volume

PUBLISHERS WEEKLY

MARCH 29, 1993

Encyclopaedia Britannica Celebrates 225 Years

The Chicago-based Encyclopaedia Britannica is celebrating 225 years in a business it essentially defined when it was established in Edinburgh, Scotland, by an enterprising trio of editor, engraver and printer.



The thistle reflects EB's Scottish origin.

Britannica has "shaped Western thought unlike any other institution," said EB president Peter Norton at an anniversary luncheon held recently in Chicago, where the firm is headquartered.

The First EB

The first Encyclopaedia Britannica was published at the dawn of the industrial age and its first principle was utility. To that end, its articles were a compendium of how-to information on highly practical topics like beekeeping, horsemanship, brewing, curing baldness, and midwifery. Those curious can purchase a replica edition of that first edition, which EB offers for \$198.

Though the compilation has become more standardized over the years, EB's editors are still challenged by the process of determining what should be included—and left out. Beginning about 50 years ago, EB started the process of continually updating itself. "We copyright a new edition every year," says new EB Publishing Group president Joseph Esposito, and every year about 10% of the encyclopedia's content is revised.

EB also tries to keep up with new technology, both in the processes by which it's produced and the products it sells. Its 44 words are produced in a proprietary manner that handles page makeup, the still stripped in. This year's new product includes an electronic CD-ROM, with 16 references to the 32-set. EB is also producing Britannica Fact-Check Database, a product designed particularly for school book publishers recently under fire for paying insufficient attention to accuracy. A stand-alone system for IBM-compatible equipment, it will become available this spring.

Although the company's multimedia group is reported to be up for sale (News, March 1), EB currently produces the Compton Multimedia Encyclopedia, which adds sound to speeches, enables users to zoom in on maps, and goes quickly to additional information in other articles. EB also produced some of the first electronic books available with Sony's Bookman and is working with R. R. Donnelley to develop prepress systems for CD-ROM products.

In recent years, EB has also begun an extensive translation program, reworking the encyclopedia into Chinese, Russian, Greek, Italian and other languages. At its 250th anniversary, EB hopes it will be able to celebrate how electronics and encyclopedia will be working together to "make education more available," said its longtime chairman, Robert Gwinn.—CONNIE GODDARD

Reprinted from the March 29, 1993, issue of PUBLISHERS WEEKLY, published by Cahners Publishing Company, a division of Reed Publishing USA. Copyright 1993 by Reed Publishing USA.

Huntsville, AL
TIMES
Huntsville Met Area
Encyclopedia observes 225 years
The books that people once felt constituted an individual's "sole library" celebrate their 225th anniversary this year. "Encyclopaedia Britannica" born in 1768 when a "Society of Gentlemen" decided to "know!"

Columbus, MS
Commercial Dispatch
In Our Opinion
Britannica, At 225, Hustling To Keep Up
The Encyclopaedia Britannica — in print continuously since 1768 — is celebrating its 225th anniversary this year. The celebration, in the calmest of times, would be accompanied by changes and updates, of course, but the cataclysmic changes in the world since 1989 mean that the latest 32-volume edition out this month has:
■ 8,000 updated articles and many new graphics;
■ 3,300 revised pages;
■ and 200 new or revised maps.
And now the oldest continuously published reference work in English is treating the Soviet Union as a "closed historical episode rather than as a current geographical entity." That change has also meant a new article on the Balkan states that surveys developments in Croatia, Yugoslavia and Slovenia — an area under the control of the Editor-in-Chief Robert Gwinn. Political changes in the world over the last 10 years have altered the encyclopedia's physical contents. In three years, the encyclopedia has been revised almost 10%.

Thomasville, GA
Times-Enterprise
Britannica celebrating anniversary
Special Report
Encyclopaedia Britannica is celebrating its 225th anniversary in 1993 with revisions and updates resulting from changes throughout the world. The changes resulted in almost 10% more content.

Encyclopedia has kept up with the times
Britannica looks to past for 225th anniversary

By CINDY GARNER
Staff Writer
Remember all the hours spent in the library looking up information for a school report in the encyclopedia? It's very likely that the encyclopedia was Encyclopaedia Britannica.
This year, 1993, the oldest encyclopedia in continuous publication in the English language is celebrating its 225th anniversary.
To celebrate this occasion, Britannica is releasing a replica of its first edition, a three-volume, 2,669-page set with 160 copperplate engravings.
"The Society of Gentlemen" pulled its funds and talent together and produced Encyclopaedia Britannica, a "compendium of knowledge."
Founders of this society included William Smellie, editor; Andrew Bell, engraver; and Colin Macfarquhar, printer.
The editors in the most recent years have upheld the encyclopedia's reputation as the "World's Greatest Know-It-All" by keeping up with the Space Age, the rapidly changing political frontier and the astounding discoveries and changes in science and economics.
The upcoming 1993 edition contains current articles about the new Commonwealth of Independent States, AIDS and Cable News Net-

Kennapolis, NC
INDEPENDENT
Charlotte-Gastonia-Rock Hill Met Area
Sears, Roebuck and Co. mail-order empire acquired Britannica in the early 1920s.
In 1942, William Benton, retired founder of the advertising firm, Benton and Bowles, had become vice president of the University of Chicago and he proposed that Sears donate Britannica to the university.
Sears agreed, but university trustees hesitated because of the financial responsibility of administering a commercial publishing operation.
Benton put up his own money and took over administrative responsibility in 1943.
The 15th edition was published in 1974 after 15 years of work and more than \$22 million in

USA Today
Washington, DC
Washington DC Met Area

USA SNAPSHOTS®
A look at statistics that shape our lives

Swelling encyclopedia
How Encyclopaedia Britannica today compares to its first issue 225 years ago:

1768	1993
3	Volumes 32
2,689	Pages 32,000
3 million	Words 44 million

Encyclopaedia Britannica
By Nick Galifianakis, USA Today

Berno, IN
Tri-Weekly News
Encyclopaedia Britannica, the oldest encyclopedia in continuous publication in English, observes its 225th anniversary through the years.

Fort Collins, CO
COLORADOAN
Fort Collins-Loveland Met Area
"E" is for Encyclopaedia Britannica, which appeared 225 years ago in Edinburgh; and the Elks, who appeared 125 years ago in New York.

Chicago, IL
Sun-Times
Chicago Met Area
THE ENCyclopaedia Britannica observed its 225th birthday with a luncheon for civic leaders at the Chicago Club on Wednesday. And for a touch of showmanship, a Chicago actor, Barry Schechter, clad in kilts and speaking with a thick Scottish burr, told the story of the three Scotsmen who founded E.B.

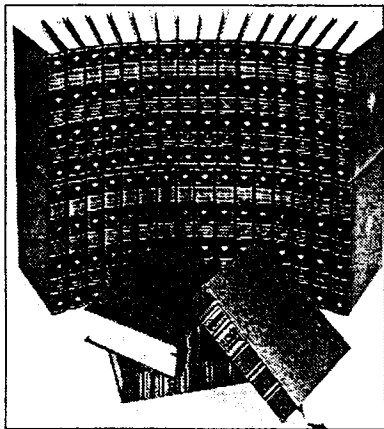
Chicago, IL
Sun-Times
Chicago Met Area

This Lineup One for the Books

What do Herbert Hoover, Leon Trotsky, H.L. Menck-
ken, Marie Curie and Albert Einstein have in common?
All have penned entries in the Encyclopaedia Britannica.
Celebrating 225 years of publication, Britannica was once
owned by Sears, which donated a million in royalties from
the University of Chicago as its largest donor.

Ft. Wayne, IN
Journal-Gazette
Ft. Wayne Met Area

New



A revised Britannica: The Encyclopaedia Britannica has been revised to reflect recent world changes. The new printing includes 8,000 revised pages, more than 3,300 updated articles and more than 200 new or revised maps. The changes are to treat the Soviet historical entities and to include

Marietta, OH
Times
Parkersburg Met Area

Encyclopaedia Britannica Inc. is donating a set of The New Encyclopaedia Britannica, which by the way is celebrating its 225th year of publication this

A 225th Anniversary Encyclopaedia Was Born in Scotland

Amid tempestuous times in 1768, the three founders of a "Society for Gentlemen" in Glasgow, Scotland, pooled money and talent to turn out the first Encyclopaedia Britannica, described as a "compendium of knowledge for the English-speaking world." From that first edition, the Encyclopaedia Britannica, celebrating its 225th anniversary in 1993, has become the oldest encyclopedia in continuous publication in the English language. In 1768 the world was in political, intellectual and scientific upheaval. American colonies were slowly moving closer to revolution. The founders were William Smellie, Andrew Millar and James MacMillan.

Cincinnati, OH
Enquirer
Cincinnati Met Area

Weekend memos

■ 'R' IS FOR REFERENCE: When thousands of American schoolchildren are told in 1993 to write a paper on Mogadishu (as they certainly will be), where will most of them turn?

Why, to the same place their parents and grandparents went looking for facts, esoterica and last-minute reports on mysterious subjects: Encyclopaedia Britannica.

Britannica will celebrate its 225th anniversary in 1993, making it the oldest continuously published reference work in the English language, older even than the United States itself. For all we know, Thomas Jefferson was on his desk when he son

Fall River, MA
Herald News
New Bedford Met Area

Volumes of knowledge

The quest to master the knowledge before us is a most human trait. To have in one's hand all the knowledge that's worth knowing is a reassuring thought, but more difficult to grasp given that the collective stream of information has become a rushing river of trivia and tripe.

But at least there is a rock to hang onto. The encyclopaedia.

The people at Encyclopaedia Britannica are celebrating their 225th anniversary, and it is worth considering that sturdy genre. Older than our country itself, Britannica is the oldest continuously published reference work in the English

language. Encyclopaedia Britannica was first published in Edinburgh, Scotland, at the dawn of the Industrial Revolution and has been published in the United States since the early 1900s. It now stands as a familiar fixture in millions of homes, schools and libraries across this country and the world.

Not every home is incomplete without its encyclopedia, and its premise as the soul provider of what's worth knowing becomes more difficult in the information explosion. But, we say, bravo to those who try.

If there is one commodity worth packaging well, it is knowledge.

Greensburg, PA
Tribune-Review
Pittsburgh Met Area

Books and authors

Reference work debuted during Industrial Revolution

Encyclopaedia Britannica still going strong at 225
By Christine Kindl

An article by Benjamin Franklin appeared in the first edition of the Encyclopaedia Britannica in 1768. The latest edition contains articles on parapsychology and computers. For 225 years, Encyclopaedia Britannica has been a definitive source of information on topics from aardvarks to Zoroastrianism. Originating in Edinburgh, Scotland, in 1768, Britannica is the oldest continuously published reference work in the English language. To mark the anniversary, Britannica's First Edition has been reissued as a replica of the original. The three-volume set dating from the dawn of the Industrial Revolution. We believe the replica will appeal to book-lovers generally, and to history buffs and antiquarians in particular. The First Edition gives a fascinating look at life before the American Revolution.

... was the brain-
... printer and book-
... frew Bell. Inspired by
... he enlisted edi-
... tory of the Arts and
... us that there are fit-
... undertake... we here-
... your trouble."

... 100 weekly portions
... ing them bound, use-
... ficers were not aware
... in the preface to Vol-
... per week until the set

... spinning jenny and
... Goethe and Rousseau
... and the American col-
... to be the principal
... lite wrote, and Britan-

... ence on better quality
... pages of scholarly es-
... engravings, aroused a
... rise in the same edition
... on human under-
... the: lake "laxatives of
... presses" milk."

... authors, the First
... "gazetteers," pam-
... publications," as
... publisher Bell.
... "rite"



1771 map of North America appeared in the first edition of the Encyclopaedia Britannica. The map shows the eastern coast of North America and the surrounding oceans. It is a detailed woodcut map with various geographical features labeled.

Great Britain's trans-Atlantic troubles, referring briefly to the present American war. But heroes of the American Revolution didn't carry a grudge. George Washington and Alexander Hamilton both purchased Britannica's Third Edition, printed in Scotland and imported piecemeal by the Philadelphia publisher. James Mill's piece on government led directly to the English Reform Bill of 1832, which redistributed seats in Parliament on senography appeared in the 1842 printing. And knowledge was incorporated in a piece titled "Anarchy." revolutionary activity in France. Through out its history, Britannica has offered short en- tries along with extensive articles by noted authorities. (These expert authors were first identified by initials on- ly in the 1815 Fifth Edition.) In 1824, Sir Walter Scott wrote dissertations on this- and collected \$106 for- stein, Robert Louis suc- cessor, Robert Louis- and Herbe-

Mobile, AL
Register
Mobile Met Area

ENCYCLOPEDIA BRITANNICA

Shaping thought for 225 years

A familiar fixture in millions of homes, schools and libraries in 146 countries is celebrating its 225th anniversary this year: Encyclopaedia Britannica.

Has not only recorded knowledge, but also shaped Western thought

Britannica — now an American institution — is older than the United States and is the oldest continuously published reference work in the English language.

Born in Edinburgh, Scotland, at the dawn of the Industrial Revolution, Britannica came into existence in 1768, eight years before the signing of the Declaration of Independence, more than 20 years before the ratification of the U.S. Constitution.

Britannica has been published in the United States since the early 1900s. The encyclopedia's world headquarters is in Chicago, brought there in the 1920s when Sears, Roebuck and Co. bought Britannica. Sears donated Britannica to the University of Chicago in 1943, but it is today privately owned, although maintaining a close editorial and financial relationship with the university.

Over the years, Britannica's contributors have included some of the most distinguished scholars and public figures of their day: Albert Einstein, Sigmund Freud, Henry Ford, Marie Curie, Sir Walter Scott, Leon Trotsky, George Bernard Shaw and David Ben-Gurion are a

As a result, Bri-



United States
of America

Congressional Record

PROCEEDINGS AND DEBATES OF THE 103^d CONGRESS, FIRST SESSION

Vol. 139

WASHINGTON, THURSDAY, FEBRUARY 4, 1993

No. 14

Senate

BRITANNICA'S 225TH ANNIVERSARY

• Mr. SIMON. Mr. President, I am pleased to take this opportunity to recognize Encyclopedia Britannica on its 225th anniversary. The Encyclopedia Britannica is based in my home State of Illinois, and is the oldest English language encyclopedia in continuous publication. The Britannica requires no lengthy introduction because all my colleagues here in the Senate have probably referred to this invaluable resource at one time or another. And no one who uses it can help but be impressed by how extensive and thorough it is. Now comprising 32 volumes and three parts, the Encyclopedia covers an incredible array of topics.

This renowned reference work was born in Edinburgh, Scotland, in 1768. It was the brainchild of three men: William Smellie, an editor; Andrew Bell, an engraver; and Colin Macfarquhar, a printer. They pooled their money and talents and created the first edition of what was to become a literary institution. That first edition contained 2,689 pages in three volumes, with 160 full-page copperplate engravings. It consisted of 44 treatises on major scientific systems, 30 other articles three or more pages long, and hundreds of dictionary entries. The entries ranged from extensive do-it-yourself advice to short and succinct definitions.

In 1768, in the midst of the industrial revolution, the Encyclopedia Britannica attracted little notice. But with time, it proved more durable than many other creations of that era. George Washington paid a guinea for a lottery ticket to win a copy of the Encyclopedia and lost, but he then went out and bought his own. Washington liked it so much that he wrote Alexander Hamilton, urging him to purchase one as well.

Sir Walter Scott, James Mill, Ricardo, Malthus, Hazlitt, John Playfair, and Lord Jeffrey were all early British contributors. Over the years, figures such as Algernon Swinburne, Robert Louis Stevenson, Stephen Leacock, Ed-

ward Everett Hale, H.L. Mencken, Sir Julian Huxley, Lin Yutang, Herbert Hoover, Douglas MacArthur, George Bernard Shaw, Sigmund Freud, Leon Trotsky, and Albert Einstein all contributed, demonstrating the unique breadth and variety of the entries.

More than 6,800 authorities contributed to today's edition, including Isaac Asimov, Edith Simon, Hans Morgenthau, Nicholas Katzenbach, C. Northcote Parkinson, Irving Wallace, Edmund Muskie, Jacques Barzun, Loren Eiseley, Nigel Calder, Ashley Montagu, and David Ben-Gurion.

In addition to its role as one of the leading reference publishers in North America, Encyclopedia Britannica also markets its products in more than 100 countries around the world. To help commemorate its 225th anniversary, Britannica is reissuing a replica of its first edition.

Today, under the able leadership of Robert P. Gwinn, Encyclopedia Britannica maintains its reputation by keeping pace with current events and developments. Mr. Gwinn has been publisher for nearly 20 years, and served as a director and a member of Britannica's executive committee for 14 years prior to that. Under Mr. Gwinn's direction, Britannica has also become an internationally esteemed publisher of video and computer software products, many of which are among the leading educational tools in use today. Encyclopedia Britannica has moved into a host of new enterprises and into an era an unequalled profitability.

Encyclopedia Britannica has enriched the lives of millions throughout the world for over two centuries. The motto of the University of Chicago, used for every edition of the Encyclopedia Britannica, is "Let Knowledge Grow From More to More and Thus Be Human Life Enriched." Britannica has lived up to this motto for 225 years, and it will certainly continue to do so for many years to come. •

To Bob Gwinn - With gratitude -
2-12-93 [Signature]



OFFICE OF THE MAYOR
CITY OF CHICAGO

RICHARD M. DALEY
MAYOR

PROCLAMATION

WHEREAS, 1993 marks the 225th anniversary of Encyclopaedia Britannica; and

WHEREAS, Britannica today is the tenth largest publishing company in the United States, and is the largest Chicago- and Illinois-based publisher; and

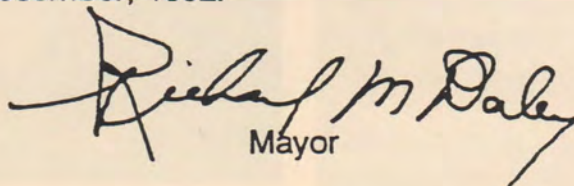
WHEREAS, its signature product, the New Encyclopaedia Britannica, represents the culmination of hundreds of years of scholarship; and

WHEREAS, Britannica stands as the oldest continuously published reference work in the English language; and

WHEREAS, today, the firm is a major provider of educational materials and references to schools and libraries, and is an innovator in the development of the latest in multimedia technologies for use in the home and in schools:

NOW, THEREFORE, I, RICHARD M. DALEY, MAYOR OF THE CITY OF CHICAGO, do hereby proclaim January, 1993, to be ENCYCLOPEDIA BRITANNICA MONTH IN CHICAGO, in recognition of its continuous publication for 225 years.

Dated this 8th day of December, 1992.


Mayor

Mr. Gwinn's Satellite Media Tour



Robert P. Gwinn was interviewed for broadcast via satellite to television stations across the United States.

CELEBRATIONS ELSEWHERE



Peter Norton helped EB Italy get a head start with their celebration of the 225th anniversary symbolized by this massive cake.



Joe D. Adams, (left), managing director, EB UK/Ireland, presents a set of Britannica in the Heirloom binding to the House of Commons library in honor of the 225th anniversary. The set, accepted here by Gary Waller, MP, will be made available to all members of Parliament.

The 1993 Printing



The 1993 printing of the Fifteenth Edition of the Encyclopædia Britannica, in the Heritage binding, with the replica of the First Edition.

Potential subscribers have excellent offerings from which to select.

"The 1993 printing of *Britannica* is one of the best yet," says Terry Hori, managing editor of the set. "It represents an ambitious revision effort both the amount of text updated and the new illustrations added."

The 1993 *Encyclopædia*

Britannica consists of 32 volumes, containing 44 million words. The 12-volume *Micropædia*, or Ready Reference, totals 11,942 pages; the 17-volume *Macropædia*, or Knowledge in Depth, totals 17,156 pages; the one-volume *Propædia*, or Outline of Knowledge, totals 744 pages; and the two-volume *Index* totals 2,235 pages.

The *Micropædia* contains 64,225 articles and 16,766 major cross-references, the articles averaging about 300 words in length.

All *Macropædia* articles and about 1,500 *Micropædia* articles feature bibliographies for further reading; all *Macropædia* articles and approximately 1,300 *Micropædia* articles are signed.

For 1993 a total of more than 1,330 *Macropædia* and *Micropædia* articles were added or revised in substantial degree, the degree of revision in particular cases ranging from simple updating to complete rewriting. In addition to this regular annual revision, more than 2,000 other *Micropædia* articles were handled to incorporate relatively minor changes necessitated by the breakup of the Soviet Union and the Socialist Federal Republic of Yugoslavia.

A total of 7,971 pages were revised for the 1993 printing. This figure includes 2,189



Terry Hori
Managing Editor
The New Encyclopædia
Britannica

Macropædia pages and 1,298 *Micropædia* pages that were revised in the regular course of annual revision, 2,235 Index pages, 437 *Propædia* pages, and the 360 pages of the Britannica World Data, the statistical section of the *Britannica World Data Annual*, which is considered an integral part of

HIGHLIGHTS OF THE 1993 PRINTING

- 7,971 total pages handled, with nearly 5,000 text pages revised
- More than 3,330 articles added or revised
- More than 702,000 Index references
- 355 new photographs and 245 new or revised drawings
- 67 new maps and 136 revised maps
- Historical account of the rise and fall of the Union of Soviet Socialist Republics
- New article treatment, including four-color maps and photographs, of the countries succeeding the Soviet Union
- Croatia, Serbia, Slovenia and other former Yugoslav republics surveyed in the new article on the Balkan states
- Up-to-date biographical coverage of the winners and losers of the 1992 presidential election
- Scientific data and high-resolution photographs obtained by the U.S. Magellan and Voyager planetary probes
- Tables covering the winners of the 1992 Winter and Summer Olympic Games

the encyclopedia and which therefore is given to first-time purchasers of the set. The figure also includes 1,452 additional *Micropædia* pages that were opened to accommodate changes made necessary by the new political realities around the world—notably in Eastern Europe and Central Asia.

The number of illustrations in the set was increased to more than 23,800.

A total of 824 illustrations were added, replaced or revised for the 1993 printing. The net gain in the number of illustrations in the set was 215.

A total of 355 new photographs were added, 21 of them as replacements. Of these, 253 are in the *Macropædia*, 185 four-color and 68 black and white, and 102 in the *Micropædia*, 42 four-color and 60 black and white.

A total of 245 new or revised drawings are included. Of these, 200 are in the *Macropædia* (184 new, 16 revised) and 45 in the *Micropædia* (36 new, 9 revised).

A total of 203 maps were created or revised. Of these, 118 are in the *Macropædia* and 85 are in the *Micropædia*. Of the 118 *Macropædia* maps, 15 are new political-physical country or regional maps. Most of these are one or two pages, and all are four-color. Thirteen are revisions of recently created political-physical maps. The remaining 90 maps, 32 new and 58 revised, are miscellaneous historical, economic and geologic maps.

Of the 85 *Micropædia* maps, 20 are entirely new and appear with such articles as "Admiralty Islands," "Bosnia and

Hercegovina" and "Yugoslavia."

In addition to the "Union of Soviet Socialist Republics," new or heavily revised articles in the *Macropædia* include "Sound," "Frederick the Great," "Logic," "Dress and Adornment," "Solar System," "Angiosperms," "Italy" and "Spain."

New titles and revised articles in the *Macropædia* include "Balkan States," "Russia," "War: The Theory and Conduct of" and "Work and Employment."

For the 1993 printing 189 new articles were added to the *Micropædia*. In addition, a total of about 974 articles were revised in substantial degree, and more than 2,000 were handled to reflect changes resulting from the dissolution of the Soviet Union and of the Socialist Federal Republic of Yugoslavia. Bibliographies appended to 112 articles were revised, and new bibliographies were created for 7 articles.

Among the new articles are "Afrikaner-Broederbond," "Bank of China Building," "Jean-Paul Belmondo," "William J. Casey," "Catalan literature," "Eugene Fodor," "European Space Agency," "defense economics," "Fruehauf Corporation," "Bill Clinton," "Albert Gore," "geologic time," "motorcycle racing," "Clarence Thomas," "H. Ross Perot," "Stasi" and "Adam Clayton Powell, Jr."

The article on the U.S.S.R. has been rewritten thoroughly and transformed into a historical account of the rise and fall of the Soviet empire. The Soviet Union is now treated as a closed historical episode rather than as a current geographic entity.



THE "BRITANNICA ELECTRONIC INDEX"

The "Britannica Electronic Index" is an innovative research tool that makes the 32-volume *Encyclopædia Britannica* in print an even easier and more valuable reference work to use.

With the "Index" users can increase the number of references to individual topics by 100 times—and more. More important, the "Index" can lead a reader directly to the reference citation that most likely will answer questions about a topic.

Using the CD-ROM (compact disc-read only memory) disc, a reader can type a question on a personal computer and be guided to the articles that most likely give the required answer. The article listed first is deemed the best place to get the answer.

In most cases the "Index" can

generate the relevance-ranked list of article references in less than 30 seconds, although complex questions may sometimes take longer. References are to volume numbers, page numbers and specific page quadrants where the information may be found.

The "Britannica Electronic Index" is a breakthrough for students, researchers and every other encyclopedia user who desires to access all information possible about a topic.

According to Robert McHenry, *Britannica* always has been the most comprehensive encyclopedia in the English language in terms of scope and detail, and now you are able to utilize effectively the functionality of electron retrieval. What we now have is the best of both worlds."



The Treasury of the Encyclopædia Britannica

Eminently browsable, and published to coincide with the anniversary, *The Treasury of the Encyclopædia Britannica* is a wonderful collection culled from fifteen editions. Clifton Fadiman, a member of the Britannica board of editors for the last 43 years, served as general editor. He has been at the forefront of the American literary scene for more than half a century.

The first section of the book covers 10 subjects and demonstrates how they have evolved over the past 225 years. It is entitled "Let Knowledge Grow."

The second section is entitled "Best Foot Forward." Here are the actual excerpts from the various editions of the *Britannica*. As has been the case for 225 years, the entries have been written by experts in their respective fields.

The Treasury of the Encyclopædia Britannica is published by Viking Penguin, a division of Penguin Books USA Inc., New York.

On April 5, Fadiman discussed *The Treasury* on Chicago's leading AM radio station, WGN. He was interviewed by Milton Rosenberg, the longtime host and moderator of a highly regarded talk program.

Robert McHenry and Bruce Felknor are contributing editors.



The Treasury of the Encyclopædia Britannica

ENTRIES FROM *THE TREASURY*

The Treasury points out that the Fifteenth Edition holds out no hope for curing baldness, but the Fourth Edition proffers this recipe:

"In cases where the baldness is total, a quantity of the finest burdock roots are to be bruised in a marble mortar, and then boiled in white wine until there remains only as much as will cover them. This liquor, carefully strained off, is said to cure baldness, by washing the head every night with some of it warm. A ley made by boiling ashes of vine branches in common water is also recommended with this intention. A fresh cut onion, rubbed on

the part until it be red and itch, is likewise said to cure baldness.

"A multitude of such remedies are everywhere to be found in the works of Valescus de Taranta, Rondeletius, Hollerius, Trincavellius, Celsus, Senertay, and other practical physicians."

This penchant for dealing with the basics of life is pronounced throughout the early editions of the *Britannica*. There are lots of "how to" entries.

This recipe from the Third Edition, while giving instruction, however, is overwhelming and downright impossible:

"Olio, or oglio a savoury dish, or food, composed of a great variety of ingredients; chiefly found at Spanish tables.

The forms of olios are various. To give a notion of the strange assemblage, we shall here add one from an approved author.

Take rump of beef, neats tongues boiled and dried, and Bologna sausages; boil them together, and, after boiling two hours, add mutton, pork, venison, and bacon, cut in bits; as also turnips, carrots, onions, and cabbage, borage, endive, marigolds, sorrel, and spinach; then spices, as saffron, cloves, mace, nutmeg, &c. This done,

in another pot put a turkey or goose, with capons, pheasants, wigeons, and ducks, partridges, teals, and stock-doves, snipes, quails, and larks, and boil them in water and salt. In a third vessel, prepare a sauce of white wine, strong broth, butter, bottoms of artichokes, and chestnuts, with cauliflowers, bread, marrow, yolks of eggs, mace, and saffron. Lastly, dish the olio, by first laying out the beef and veal, then the venison, mutton, tongues, and sausages, and the roots over all; then the largest fowls, then the smallest, and lastly pour on the sauce."

Celebrity Owners of the Encyclopædia Britannica

Helmut Schmidt
William Saroyan
J. Paul Getty
Prince Aly Khan
George Washington



Ellen Burstyn
George Bush
Queen Elizabeth II
Baroness Thatcher
Prince Rainier and
Princess Grace
Marilyn Monroe
James A. Michener
Barbara Walters
Patricia Kennedy Lawford
Franklin Delano Roosevelt, Jr.
William Tubman
Gough Whitlam
Bob Hawke
Harold Wilson

Sade
Mark Hughes
Sir Dennis and Lady Landau
Clarke Peters
Milos Forman
Eisaku Sato



King of Tonga
Prince Bernhard
Paul McCartney
Peter Ustinov
Joss Ackland
Bono
Anna Ford
Jennifer Saunders
Adrian Edmonson
Ben Vereen
Kakuei Tanaka
Jay Pritzker
Henry du Pont
Takeo Fukuda
Konosuke Matsushita



Famous Contributors

Matthew Arnold
Alfred North Whitehead
Marie Curie
Leon Trotsky
Harry Houdini
Robert Louis Stevenson



Albert Einstein
Ralph Bunche
Thomas Henry Huxley
William Robertson Smith
Henry Ford
Sigmund Freud
Gene Tunney
David Ben-Gurion

Isaac Asimov
Nicholas Katzenbach
C. Northcote Parkinson
Edmund S. Muskie
Irving Wallace
Loren Eiseley
George Bernard Shaw
Sir Julian Huxley
H.L. Mencken
Lin Yutang
Herbert Hoover
Douglas MacArthur
Algernon Swinburne
Nigel Calder
Ashley Montagu
Edith Simon
Hans Morgenthau
Edward Everett Hale
E.B. White
John F. Kennedy
Arthur Koestler
T.E. Lawrence
Guglielmo Marconi
Lee Strasberg
Lord Bertrand Russell
Lillian Gish
Helen Wills

Orville Wright
Vladimir Zworykin
Thomas Malthus
Prince Pyotr Kropotkin
G.K. Chesterton
Cecil B. deMille
George Eastman
Lord Kelvin
Charles F. Kettering
Margaret Mead
Sir Ian Hamilton
Sir John Herschel
Jacques Barzun
Sir Arthur Bryant
Max Lerner
James Clerk Maxwell
Sir Walter Scott
Carl Sagan
Charles Evans Hughes



A Chronology of the Editions

1ST EDITION

Issued in parts from 1768 to 1771. Three-volume set: A–B, C–L and M–Z.

2ND EDITION

Issued in parts from 1777 to 1784 (dated 1778–1783). Appearance of biographies and history.

3RD EDITION

Issued in parts from 1788 to 1797. First to list the names of contributors and the first time an edition was dedicated to the head of a government, in this case King George III.

4TH EDITION

Issued in parts from 1801 to 1809. Primarily a reprinting of the Third Edition with additional volumes.

5TH EDITION

Issued in 1815. Essentially a reprinting of the Fourth Edition. The first edition to be widely advertised.

6TH EDITION

Issued in parts from 1820 to 1823. Virtually a reprinting of the Fifth Edition.

7TH EDITION

Issued in parts from 1830 to 1842. The first edition for which a subeditor had been hired. First index and text figures.

8TH EDITION

Issued in volumes from 1852 to 1860. Fully revised. Unnumbered index.

9TH EDITION

Issued in volumes from 1875 to 1889. The first edition to appear in an authorized printing in the United States. The first to have a non-Scottish editor. The first edition to include the dates of a person's birth and death. The first edition to contain bibliographies.

10TH EDITION

Issued in volumes from 1902 to 1903. The first edition to have both a British and an American editor when the Encyclopædia Britannica Company, an American firm, is formed to sell the *Britannica* in the U.S.

11TH EDITION

Issued closely together between 1910 and 1911. The first edition to have a dedication to the American president in addition to the English sovereign. The first edition to have biographies of living persons.

HANDY VOLUME

Exact photographic reprint of the Eleventh Edition in a smaller format, sold by Sears, Roebuck and Company through its mail-order catalog. Issued in 1915.

12TH EDITION

Issued from 1921 to 1922. A reprint of the Eleventh Edition plus new volumes.

13TH EDITION

A second reprint of the Eleventh Edition plus new volumes. Issued 1926.

14TH EDITION

Begun in 1927 and published in 1929 under the ownership of Sears, Roebuck and Company.

15TH EDITION

A new concept in encyclopedia design with a three-part format. Longer, in-depth articles contained in *Macropædia*; short entries contained in *Micropædia*; one-volume guide to entire set entitled *Propædia*. 1974. 30 volumes.

15TH REVISED EDITION

Major revision. *Macropædia* in 17 volumes; *Micropædia* in 12 volumes; addition of two-volume index; one-volume *Propædia*. 1985.

The First Edition

The most important thing about the First Edition is that it established a precedent for integrity that continues and will continue for all time in every edition of the *Encyclopædia Britannica*.

The time was 1768; the

place, Edinburgh. The three men responsible for the set's publication committed to the printed page information, definitions, advice and instruction, including lengthy articles on surgery, short-hand writing, fariery and the notorious (too

graphic for the time) midwifery. Opinion, too, is rampant throughout, but it is never disguised as anything else.

Colin Macfarquhar, a printer and bookseller, and Andrew Bell, an engraver, thrashed out a plan for a new encyclopedia that would be different from its predecessors. It would have, in alphabetical order, definitions along with lengthy treatises. Editor William Smellie could be described as a Renaissance man. He was a scholar and an apprentice printer and had special skills in Latin and the natural sciences.

Smellie, for all indications, was pleased with the assignment, for which he was paid £200. But at some point he began to think there were unreasonable time constraints.

"The Editors, though fully sensible of the propriety of adopting the present plan, were not aware of the length of time necessary for the execution, but engaged to begin the publication too early," he wrote. "However, by the remonstrances of the Compilers, the publication was delayed for twelve months. Still time was wanted. But the subscribers pushed the Editors, and they at last persuaded the Compilers to consent to the publication."

Smellie's entry on abridgement displays his strong opinion on the matter: "The art of conveying much sentiment in few words, is the happiest talent an author can be possessed of . . . many writers have acquired the dexterity of spreading a few critical thoughts over several hundred pages . . . it tires and vexes the reader."

Included in the three volumes of the First Edition are all kinds of recipes and cures for various ailments. A cure for toothache

was said to be "laxatives of manna and cassia dissolved in whey or asses-milk or mineral waters."

Curiously, Smellie was motivated to provide a formula for counterfeiting emeralds: "Take of natural crystal, four ounces; of red-lead, four ounces; verdegrease, forty-eight grains; crocus martis, prepared with vinegar, eight grains; let the whole be finely pulverized and sifted; put this into a crucible, leaving one inch empty; lute it well, and put it into a potter's furnace, and let it stand there as long as they do their pots. When cold, break the crucible, and you will find a matter of a fine emerald colour, which, after it is cut and set in gold, will surpass in beauty an oriental emerald."

The lengthiest article is "Surgery." At 238 pages it is further evidence of the founders' strong desire to educate and provide as much knowledge as they had available to them at the time.

Special techniques were used to produce a replica of the First Edition. It is made of reconstituted leather antiqued to enhance the appearance of authenticity. The gold stamping was done unevenly to duplicate that of the original sets, which were bound individually by hand.

Pages of the original edition were photographically reproduced and printed on special paper in two colors to simulate the aged character of the original. Stains on pages were reproduced by being mounted as the second color. A special roller for the paper-making machine was used to put on the original watermark design.



An authentic First Edition of the *Encyclopædia Britannica*, published in Edinburgh, Scotland, between 1768 and 1771

Britannica's Top Executive In Europe

Giuseppe Annoscia

By Sheila B. Fine

Giuseppe Annoscia, president of Encyclopædia Britannica Europe, enjoys his responsibility for the company's operations in Belgium, France, Germany, Italy, The Netherlands, the United Kingdom, Spain and

Switzerland; a joint-venture company in France; and 90 distributor operations spread across Europe, Africa and the Middle East. He has traveled in five continents, and he has been in more than 40 countries. It

is a big job, but a love of people and the confidence he places in his associates enable him to delegate authority with trust.

Annoscia's top priority, which he keeps uppermost in his mind, is to ensure that those people who report directly to him are unhampered by any problems in their efforts to do an outstanding job. "I help them resolve any problems immediately," he says. "It does not matter whether they are business or personal problems. This supports and strengthens them, and they can then do the same for those people who report to them.

"If people know they work *with* you and not *for* you," says Annoscia, "they know they are important to you. I teach my people to be decision makers, and I help them grow and succeed. It is a pleasure to see someone become a good manager or a good sales representative." He recounts the story of a once-timid sales representative who became forceful, speaking up at meetings and, more important, at the prospect's door.

Annoscia says that of all he has experienced in his 25 years with Britannica, the most rewarding for him has been seeing the professional development of the people he has believed in and trained.

Born in Bari in the south of Italy, Annoscia was graduated from the University of Bari with studies in financial and technical subjects. He had to work his way through school and found jobs as a bookkeeper and as a tutor of math, Italian, geography and physics.



Annoscia's warmth, sincerity and humility have been key factors in his success. "We do not sell products first," he says. "We are in a 'people business.'"

Because his parents wanted him to become a college professor, like his brother and sister, he waited for a teaching position. Meanwhile, he went to work in the financial department of a large electrical firm. What he really wanted to do, though, was sell, a career his parents were certain would result in his downfall. He overcame this obstacle, went to work for an EB competitor and was promoted to national sales manager only three years later. But this exposed him to their company policies and sales strategies in conflict with his own. He resigned.

In 1968 Annoscia joined Britannica to open sales offices in Bari for Anglotutor, the company's pilot course for teaching English as a second language. He hired and trained potential managers from a central office, sent a task force out to test sales prospects and hired sales representatives.

There is, he says, no precise formula for determining if a person, especially someone without experience, will be good at a job. "I have never been too selective," he says. "Performance in the field is the best selection process."

He opened more than 10 Anglotutor offices, setting sales records for the Italian company. "EB Italy and EB, Inc., soon became a big part of my life," he says.

In 1971 Annoscia was promoted to national sales manager for Anglotutor; then, in 1974, he became national sales manager for the Anglotutor, *Il Modulo*, Educational and EB divisions of EB Italy. His

day-to-day sales and sales managerial experience prepared him for his next promotion to general manager of EB Italy in 1975. He was named vice president of marketing and sales for the Italian company two years later, executive vice president in 1981 and, in 1982, president and chief executive officer. Annoscia became president of EB Italy and EB France in 1988 and, in 1990, assumed the additional role of vice-chairman of EB Spain. He was appointed to his current position in 1991. Annoscia's ability to manage people and to judge their capabilities is a factor in his steady rise to top management. He estimates that more than 70 percent of his managerial appointments turned out to be just as he had hoped they would.

Annoscia takes little credit for his skill in human relations. "I am always myself and, for some reason, people come to me for advice and confide in me," he says.

Despite having been in the managerial ranks for so many years, Annoscia still regards himself as a salesman, a vocation he believes to be based on an inherited trait. However, he considers that selling, like everything else in life, can be learned if one is highly motivated. "If you want to do something and you are interested enough," he says, "you can do it." In fact, he is self-taught in marketing, which he learned by attending seminars and reading books.

Further growth in the company's international operations are anticipated, with new

wholly owned and joint-venture companies under discussion. Annoscia looks ahead to vast opportunities in eastern Europe. He believes that market economies will succeed. "There will be difficult years," he says. "But it is not premature to go in now. The investment of today will translate into the profits of tomorrow."

Asked what professional qualifications account for success in business, in particular his own, Annoscia says, "The usual reply to that question is hard work, to be in the field all the time and even to work on Sundays. My answer is that I always simplify everything. Our job is not that difficult, but sometimes people complicate and compound a problem." He sketches a small dot to represent a problem, then draws wide rings around the dot to represent smoke. "Things are easier if you approach them this way," he says, placing his pen on the dot.

Of the European companies, EB France is unique in its structure. Under the umbrella of EB France, there are two separate companies. Educational Business Services sells the 15-volume *Maria Ricci Art Set* exclusively. The product was created from scratch, and sales have exceeded projections.

The other company, Encyclopædia Universalis, is a joint-venture company in which Encyclopædia Britannica, Inc., is a 50 percent shareholder. EB, Inc., has the rights to sell the products created by Encyclopædia Universalis, solely an editorial company, through the EB France field sales force. The other 50 percent shareholder

is Club France du Livre, the French book club that has the rights to sell the products by mail order. Annoscia sits on the board of directors of this joint-venture organization.

The 30-volume *Encyclopædia Universalis* is updated each year. A new edition is published every five years. In addition, two almanacs and atlases selected from a wide variety of topics are also published each year. Some of the atlas titles published cover religion, architecture and the ocean.

Fluent in several languages, Annoscia laughs when complimented on his command of English. "You call what I speak English?" he asks. By reading correspondence and hearing the language spoken, he taught himself the language. He is fluent in French and knows Spanish and some German as well.

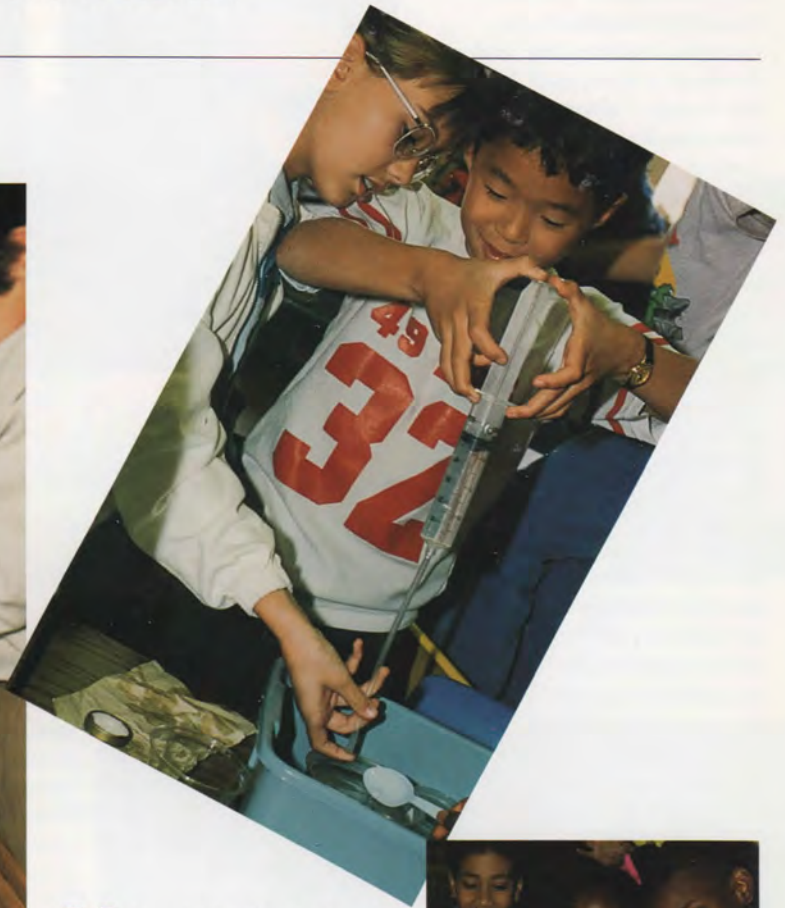
Annoscia's extensive personal library of more than 500 volumes reflects his special interest in history, ranging from Roman history up through present-day events and politics. He enjoys biographies, and Alberto Moravia is his favorite author. He makes time in his schedule to read three books a month, but, if he finds a book fascinating, he will read it cover-to-cover in one night.

It seems fitting that the best experience he has had in his travels is receiving the millionth-traveler award for the Alitalia Paris-Rome route.



Innovation as Usual at EBE

The Britannica Science System



Unique in its blend of state-of-the-art hands-on activities with highly interactive multimedia technology, the intensively field-tested Britannica Science System is a total science education program for kindergarten through grade six covering the life sciences, the earth sciences, the physical sciences and scientific reasoning and technology.

The Full Option Science System hands-on component contains all of the necessary materials for performing investigations related to such topics as the human body, electricity, magnetism and landforms. The Science Essentials, or multimedia, component is the exciting interactive part of the system that is coordinated with FOSS modules.

Students work collaboratively, emulating real scientists as they do FOSS activities.

James Decker-Ward, EBE executive vice president, says, "BSS is based on the philosophy that learning takes place through firsthand and direct experience with materials, that learning is enhanced by working collaboratively with others and that science is a process of how we come to know something, and content that is worth learning." Close communication and cooperation with one another add to the total learning experience of the entire group.

The hands-on work is coordinated with videodiscs illustrating the basic principles of key FOSS topics. The FOSS module on landforms, for example, requires that students construct a foam model of Mt. Shasta, California's famed mountain formed out of the cone of an extinct volcano. Students see in moving picture and brilliant color the effects of wind and water in shaping the Earth's surface, glaciers, canyons and desert sand dunes and what occurs in a landslide. Science Essentials does what only video can do: bring remote parts of the world and naturally occurring phenomena into the classroom.

Joseph E. Elliott, EBE president, says, "Teachers demanded proven, student-directed learning in a variety of materials per subject, combined with interactive videodisc programs to creatively involve young people and reinforce a personal inquiry process. The Britannica Science System offers the best of both worlds for students and their teachers. EBE has committed substantial resources to BSS because we are dedicated to bringing this education to classrooms everywhere."

To ensure the success of BSS, EBE provides extensive teacher support. There are step-by-step lesson plans, teacher preparation manuals and videos in Spanish as well as English for each FOSS module. BSS has been tested in a variety of multicultural and multiethnic settings and has proved effective in each.

The Britannica Science System is being marketed as a core curriculum program. Recent changes in state laws permit multimedia programs to be utilized in place of textbooks. In states where textbooks are chosen for adoption, the Britannica Science System has been extremely successful. For example, of 27 programs submitted in California, the Britannica Science System was



Joseph E. Elliott
President
Encyclopædia Britannica
Educational Corporation



James Decker-Ward
Executive Vice President
Encyclopædia Britannica
Educational Corporation

one of eight selected. In the five other states where the program has been submitted for adoption, it has been adopted five times. In addition, the program has been chosen by many other school districts such as Dallas, St. Paul, New York City, Des Moines and Tucson.

FOSS was originally developed by Dr. Lawrence Lowery and his team at the University of California at Berkeley under a National Science Foundation grant. Dr. Lowery was instrumental in the development and testing of the Science Essentials component of the Britannica Science System as

well. Dr. Lowery is an award-winning authority in the art of teaching science.

Testing and retesting of FOSS originally began in 1988 in more than 150 schools across the U.S. They were given the opportunity to use FOSS early on in return for their valuable input. After completing the grade 3-4 module on metric measurements, for example, 90 percent of the students, representing a broad cross-section of the population, were able to use accurately such tools as meter tape and thermometers to solve problems. Only 22 percent of the students taught

in the conventional textbook manner were able to use metric tools to solve new problems.

Not long ago it would have been unthinkable to teach science or most other subjects without some or complete reliance on a textbook. In addition to its greater effectiveness, the Britannica Science System costs no more than a textbook for each student, according to Dr. Lowery.

Martha Hopkins directs the BSS project for EBE. Hopkins' expertise in developing curricula is an important contribution to the program. She works closely with Dr. Lowery and his team.

That EBE should be involved in the collaboration and distribution of this innovative system is a natural course in its long history of producing superior audiovisual and other products for classroom use. The company pioneered not only in gearing its programs to specific curricula needs but also in exposing students to material beyond the classroom and has historically worked with the most authoritative institutions in each field to achieve results of uncompromising quality.

In the sciences EB Films (the company's previous name) produced 162 half-hour programs in physics, constituting a complete course in that subject, in collaboration with the American Association for the Advancement of Science. Two years later EB Films launched a similar project in chemistry under the auspices of the American Chemical Society. Both of these programs met two major problems faced by schools in the 1950s: a shortage of science teachers and the need to prepare more students in the critical areas of science and technology.



Mortimer Adler Is 90!

Scenes From a Happy Occasion



Robert P. Gwinn toasts his longtime colleague.



Blowing out the candles—or trying to—and posing with a drawing made especially for the occasion



Letters of tribute flowed in honoring Dr. Adler, philosopher, author, editor and teacher, as well as chairman of the Encyclopædia Britannica board of editors since 1974 and member since the mid-1940s. He has touched millions of lives through his nearly 50 books and many seminars and broadcasts.

Here are excerpts from some of the accolades he received: “Your extraordinary life of service as an impassioned advocate of classical education is a source of inspiration to us all.”

—Mario M. Cuomo, Governor State of New York

“I cherish our friendship. . . . I, along with so many others, bask in the sunlight and warmth of your approach to life and the problems that beset us as individuals and citizens.”

—Harry A. Blackmun, Justice U.S. Supreme Court

“That this tribute is coming from a journeyman plumber rather than an academe speaks for itself. . . . Dr. Adler’s most notable achievement . . . [is] taking the great books and the world of ideas to the man on the street.”

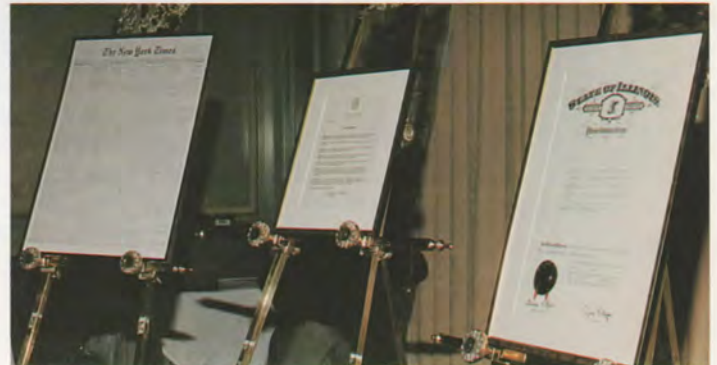
—David M. Call
“A Plumber in Utah”

Adler was honored at this gala dinner with a *Great Books* theme. The extraordinary keynote address delivered by longtime colleague and friend Clifton Fadiman was the highlight of the evening. There were tributes from Robert P. Gwinn, Peter Norton and Lord Quinton and a video retrospective of the highlights of Adler’s life, based on hundreds of personal and professional photographs.



Adler and wife Caroline share a joke symbolic of the joy of the evening.

Terrific mementos are the front page of *The New York Times* on the day of his birth and proclamations from Mayor Richard M. Daley of Chicago and Governor Jim Edgar of Illinois.



The Best of Encyclopædia Britannica North America

1992 Honorees



*Miguel Soler
Manager
Caribbean division*



*Otis Simpson
Manager
Bronx district
Manhattan division*



*David Goetz
Albany district
Hartford division*

MIGUEL SOLER and his Caribbean division won the President's Cup for the third consecutive year. Only one other division in company history has accomplished this. The Caribbean broke two major sales records: the most sets sold in a single month and the most sets sold in a calendar year.

OTIS SIMPSON, manager of the Bronx district, Manhattan division, won the district manager of the year award for the second consecutive year. Simpson sees his job as "helping other people make money."

DAVID GOETZ of the Albany district, Hartford division, won the William Benton Award as the company's top sales representative for the year. Goetz sold nearly 500 sets during the year.

Encyclopædia Britannica North America honored these and many other outstanding performers at a weekend celebration at the Fairmont Hotel in Chicago earlier this year.

For All Seasons

Al Troube

Al Troube has worked through many freezing Scottish and Canadian winters, dealt with the urban sprawl of the mainland U.S. and traveled the incredible distances found in outback Australia. Troube has been a successful agent,

manager and trainer with Britannica for more than four decades. He has hired many people, and he finds it gratifying to see that some are still going strong in the Britannica family some 20 years later.

Today Troube is 72 and semi-

retired in Canberra, Australia. Though his eyesight is not what it once was, he still manages to write orders. "Once selling is in your blood, you can't leave it alone," he says.

A native of Glasgow, Scotland, Troube joined Britannica in 1950 after extended service in the Royal Air Force. Captivated by sales, something he attributes to his uncle, who was a sales manager for National Cash Register Company in Scotland, he recalls the first time he overcame an objection. "An agent must really listen to the prospect and make it apparent that he is on his or her side, providing information to assist in making the decision," he says.

If Troube has one regret, it is that management and training took up so much time later in his career. "I really enjoyed selling, especially overcoming objections and calling on leads cold. I always found it a challenge to get a presentation on, whether it was the neighbours if the prospect was not home or especially the new owners if the prospects had moved." He says that an agent must believe in the product. "I use *Britannica* frequently, and I could not sell any other encyclopedia."

Back in the days before there were trainers and office coordinators, Troube did everything himself. "I would answer the telephone, interview, hire, train and field train," he says. He always liked to motivate a new sales recruit. "I always had success holding on to people. I

could make them hang in and give that extra effort."

Troube's technique for hiring salespeople was not to oversell an applicant. "I would make them convince me that they should have the job," he says. "I believe that if you don't do that, the would-be agent will think, 'This guy is desperate to get me; it must be a lousy job.' This demonstrates it is an authentic opportunity. If you oversell the job at the beginning, you lose people very quickly."

Training is an area Troube believes should be especially interesting. "During training, always give the trainees something to look forward to the next day," he says. "Instill in them the idea that no matter whether they end up selling for Britannica or not, by the time they have finished, they will be competent to sell anything. What they are completing is a valuable sales course."

Troube has very definite ideas on what motivates a salesperson. "Obviously, money motivates people. But recognition is far more important than money. Everyone needs recognition, to be rewarded for a job well done and a sense of satisfaction."

Looking back on a fascinating life, Troube says he has met some amazing people. "I have made and spent money," he says, grinning. "I would not have missed a career with Britannica for the world."



Al Troube
EB Australia
Canberra





Appointments



Takeshi Aihara,
executive vice president,
Britannica Pacific, Inc.



James Barr IV,
executive director, planning
and operations analysis,
Britannica Marketing
Companies



Liz Bennet,
general manager,
education/yearbooks/
mail order,
EB Australia



Alan Booth,
president,
EB Australia/New Zealand



Huw Bough,
vice president,
EB Australia



Francesco Maria,
assistant vice president,
sales and marketing,
EB Italy



Philip L. Cox,
vice president,
learning materials,
EB Educational
Corporation



Joseph J. Esposito,
president,
EB publishing group,
executive vice president,
EB, Inc., and president,
Merriam-Webster, Inc.



Edward Hanley,
national sales manager,
EB Germany



Frank L. Hefeli, Jr.,
vice president,
Britannica publishing
group, EB, Inc.



Mary Kay Kickels,
vice president,
development,
Britannica Marketing
Companies



Dr. Frederick C. Mish,
vice president and
editor in chief,
dictionary publishing
program,
Merriam-Webster, Inc.



John M. Morse,
vice president,
editorial administration,
Merriam-Webster



Bill Oakley,
vice president, sales,
EB North America



Douglas Paul,
vice president, planning
for educational markets,
Britannica Marketing
Companies



Roger Pytel,
president,
EB western Europe



Gabriel Ruvinetti,
managing director,
EB Philippines



Polly Sauer,
president,
Korea Britannica
Corporation



Robert Schmied,
vice president,
strategic sales
development,
EB North America



Thomas E. Stanley,
senior vice president
and publisher,
Merriam-Webster, Inc.



Katherine Summers,
executive director,
marketing development,
EB North America



David Van Tosh,
executive vice president,
advertising and marketing,
EB North America



Susan Tapani,
executive director,
EB International



Patricia A. Wier,
president,
Britannica Marketing
Companies,
president, EB North America,
and executive vice
president, EB, Inc.



Nancy Wilke,
assistant controller
corporate office
finance group, EB

Anniversaries (cont'd)

Anniversaries for the Second Quarter, April, May, June 1993

40 Years

Genevieve Juodikis
Chicago, EBE Customer Service

35 Years

Letha Agnew
Skokie, EBE Warehouse

30 Years

Giorgio Antonucci
Rome, EB Italy Administration

Lesley Craven
London, EB UK/Ireland Deputy Office Manager

Anne Dimopoulos
Chicago, EB, Inc., Editorial Development

John Schuller
Adelaide, EB Australia Sales

25 Years

Dorothy Hagen
Chicago, EB Editorial Yearbooks

Louise Joslyn
Chicago, EB, Inc., Legal

James McCready
Seattle, EBNA

Wilbert Oakley
Chicago, EBNA Vice President, Sales

Roger W. Pease
Springfield, Merriam-Webster Editorial

Park Tae Sool
Seoul, KBC Vice President, Sales

Junichi Yamamoto
Yokohama, BJI EB Sales

20 Years

Concetta Forino
Rome, EB Italy Administration

Jean Grant
London, EB UK/Ireland Office Manager

Ann Gregory
London, EB UK/Ireland Customer Accounts

Shuji Kanauchi
Tokyo, BJI EB Sales

Emiko Morino
Tokyo, BJI Office of Education

15 Years

Miriam Allen
London, EB UK/Ireland Home Library Service

Denis Bellaiche
Paris, EB France Division Manager

Giuseppe Fabrizi
Rome, EB Italy Administration

Peter D. Haraty
Springfield, Merriam-Webster Editorial

Harry Joy, Jr.
Chicago, EBE Legal

Christiana McConomy
Detroit, EBNA Field

Jacques Rougier
Versailles, EB France Administration

Isabella White
Chicago, EBNA Order Entry

10 Years

Albert Alexander
London, EB UK/Ireland Sales

Dante Bautista
Manila, EB Philippines

Lisa Braucher
Chicago, EB Editorial Revision

Carol Burwash
Chicago, Compton Editorial

Bertina Clark
Chicago, Application Systems EB/EBE

Fabrizio Costa
Rome, EB Italy Administration

Robert Curley
Chicago, EB Editorial Revision

Eamonn Deehan
London, EB UK/Ireland Sales

Concetta Fasulo
Rome, EB Italy Administration

Jim Galloway
London, EB UK/Ireland Educational Sales

Glenn Jenne
Chicago, EB Editorial Copy

Tsutomu Kageyama
Hiroshima, BJI EB Sales

Gene Larson
Chicago, EB Library Research

Elizabeth Laskey
Chicago, EB Editorial Copy

Elizabeth Lau
Chicago, EBNA Traffic

Steven Monti
Chicago, EB Editorial Index

Patricia Owens
Chicago, EBE Preview Library

Worth Platt, Jr.
Chicago, EB, Inc., Chairman's Office

Tony Plowman
Sydney, EB Australia Sales

Luca Poncia
Rome, EB Italy Administration

Magnolia Rabelo
Chicago, EBE Inventory/Purchasing

Neville Raphael
Sydney, EB Australia Customer Services Director

M. Luisa Rossi
Rome, EB Italy Administration

Kay Schlueter
Chicago, EB, Inc., Treasurer's Office

Haruyo Shimizu
Yokohama, BJI EB Sales

Katherine Summers
Chicago, EBNA National Marketing Development

Drago Tomas
Melbourne, EB Australia Sales

5 Years

Sholantan Adetunji
London, EB UK/Ireland Sales

Yejide Akinbulumo
London, EB UK/Ireland Sales

Midori Arinaga
Gifu, BJI EB Sales

Mike Axiotis
London, EB UK/Ireland MIS

Keith Bastian
London, EB UK/Ireland Sales

Tay Seng Bee
Auckland, EB New Zealand Sales

Kim Jung Beom
Seoul, KBC Sales

Odyle Bonhomme
Paris, EB France Marketing

Eileen Brindley
London, EB UK/Ireland Production

Lisa Buss
London, EB UK/Ireland Leads

Mario Carioggia
Foggia, EB Italy Sales

Luis Cieza
Miami, EBNA Field

Sandra Clayborne
Chicago, EBNA Print Production

Yvonne Clinton-Stewart
Chicago, EB Collections

Maria Colon
San Juan, EBNA Field

Elma Cruz
Hoshigaoka, BPI BAV

Takao Doi
Hiroshima, BJI EM Sales

Arjay Godston
Cincinnati, EBNA Field

Marihel Gonzalez
Chicago, EBNA Collections

Jung Kyung Hee
Seoul, KBC Administration

Julie Huggett
London, EB UK/Ireland MIS

Damian Hutton
London, EB UK/Ireland Sales

Kunihiro Imai
Nagoya, BJI EM Sales

Virginia Jacks
Chicago, EBNA Print Production

Atsumi Katoh
Nagoya, BJI EB Sales

Teresa Kentgen
Chicago, EBNA Application Systems

Keiko Kiriya
Nagoya, BJI EB Sales

Lois Kwitkin
Miami, EBNA

Frank Lane
Perth, EB Australia Sales

Nicola Lo Giudice
Potenza, EB Italy Sales

Laurence Lowne
London, EB UK/Ireland Sales

Kenneth Moore
Raleigh, EBNA Field

Zacarias Munoz, Jr.
Chicago, EB Computers

Darla Nykamp
Chicago, EBNA Application Systems

Carmen Ortomeno
Florence, EB Italy Sales

Bruna Pallone
Rome, Italy Administration

Juanita Pena
Chicago, EB Customer Service

Maria Pinto
London, EB UK/Ireland Production

Christina Randle
Sydney, EB Australia Sales Administration

Linda Rangel
Chicago, EBNA Collections

Joseph Roels
Chicago, EB Warehouse

Jorge Santiago
Chicago, EB Computers

Carla Santinello
Padua, EB Italy Sales

Richard Sheehan
London, EB UK/Ireland Sales

Robert Simpson
Hiroshima, BPI IMA

Jackie Skelton
London, EB UK/Ireland Administration

Marion Somers
London, EB UK/Ireland MIS

Wanda Soto
Chicago, EB Cash Management

David Stanley
Queensland, EB Australia Sales

Brad Stern
Long Island, EBNA Field

Debra Taylor
Chicago, EBE Accounting

Francesco Toppi
Rome, EB Italy Administration

Luis Velazquez
Chicago, EB Mailing Services

Yukio Yasuda
Tokyo, BJI EM Sales

Jung Won Young
Seoul, KBC Sales

Lee Do Young
Seoul, KBC Sales



KNOW

A Magazine For Britannica People

FIRST CLASS MAIL
U.S. POSTAGE
PAID
CHICAGO, IL
PERMIT NO. 2075
ZIP CODE 60604

Encyclopædia Britannica
Encyclopædia Britannica
Encyclopædia Britannica
Encyclopædia Britannica
Encyclopædia Britannica
Encyclopædia Britannica
Encyclopædia Britannica
Encyclopædia Britannica
Encyclopædia Britannica
Encyclopædia Britannica
1768  **1993**
Encyclopædia Britannica
Encyclopædia Britannica
Encyclopædia Britannica