

Reclam's Universal Library (1911)

Abstract

Founded in 1828, the Reclam publishing house made books available to a mass audience. Reclam published authors such as Goethe, Schiller, and Shakespeare at very low prices in what eventually became its Universal Library series. The growth in literacy rates at the end of the nineteenth century created a market for the series, which initially included 200 titles at prices that lower-income readers could afford.

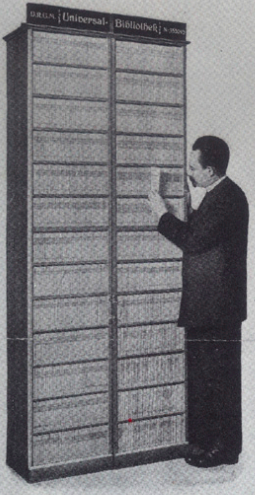
Source



Reclam's world-famous

Universal Library

is the best inexpensive product line for the German retail bookseller. Year in and year out, bustling firms sell thousands upon thousands of these little, red-and-yellow, 20-pfennig volumes. Of course, the greatest turnover is achieved by those firms that keep the complete collection in stock. Furthermore, with the Universal Library, these firms have the great advantage of constantly attracting new customers, for the friends of the Universal Library prefer to buy the other books they need in shops where they know that each and every volume of the Universal Library is immediately available. The fact that, despite these great advantages, there are still firms that stock only an insufficient selection of the Universal Library has to do, in most cases, with a lack of space. Because when displayed on ordinary shelves, the whole collection takes up approximately five square meters of wall space.



Modell C

besteht ganz aus Regalen, und zwar sind diese dreifach hintereinander angeordnet derart, dass ein Regal den feststehenden Teil des Schrankes bildet, während die beiden anderen in Form einer zwweiflügeligen Tür mittels starker Scharniere an dem ersteren befestigt sind. Das als Tür ausgebildete Doppelregal läuft auf Rollen, für die im Fußboden Eisenschienen eingelassen oder ein Eisenblech aufgenagelt werden muss. Der ganze Schrank ist an einer Wand festzumachen. Die Anordnung der Bände ist bei dem durch D.R.G.M. geschützten Modell C ganz besonders übersichtlich. — Alle drei Schränke präsentieren sich höchst vorteilhaft und bringen die Universal-Bibliothek in ihrem imposanten Umfang dem Publikum in bester Weise zur Anschauung. Die Anschaffungskosten machen sich durch vermehrten Absatz und durch die außerordentliche Raumersparnis sehr bald bezahlt.

Modell C, geschlossen.

Modell A	Modell B	Modell C
200 cm hoch 103 „ breit 50 „ tief	150 cm hoch 103 „ breit 50 „ tief	229 cm hoch 100 „ breit 37 „ tief
8200 Nrn. fassend	6000 Nrn. fassend	7400 Nrn. fassend
In Erle, gebeizt	In Erle, gebeizt	In Erle, gebeizt
Preis: Mk. 130.—	Preis: Mk. 100.—	Preis: Mk. 90.—

Die Preise verstehen sich ab Leipzig ohne Verpackung, die mit 5 Mk. pro Schrank berechnet wird.

The Model C space-saving Reclam bookcase [shown above in closed position] consists entirely of shelves contained in a three-part, side-by-side arrangement, such that one part forms the central, fixed portion of the case, while the other two parts are attached with reinforced hinges to either side of the central portion, thereby forming a double-winged door. The two movable side-wing cases run on rollers, under which iron tracks (or a strip of sheet metal) must be attached to the floor. The whole case should be fastened to the wall. The orderly arrangement of volumes, as well as their selection, is made extremely easy through the use of the Model C bookcase, which is copyright-protected through the D.R.G.M. All three parts of this case are highly attractive and accessible, and allow the public to view the Universal Library in its imposing magnitude in the best, most advantageous manner. The acquisition costs are quickly defrayed through increased sales and the extraordinary space-saving effects of this bookcase.

Model A		Model B		Model C	
200 cm high	holds 8200	150 cm high	holds 6000	229 cm high	holds 7400
103 cm wide		103 cm wide		100 cm wide	
50 cm deep		50 cm deep		37 cm deep	
In birch, stained		In birch, stained		In birch, stained	
Price: Mk. 130.—		Price: Mk. 100.—		Price: Mk. 90.—	

Prices are calculated on the basis of shipment from Leipzig, without packing, which costs an extra 5 Mk. per bookcase.



Reclam's

Universal Library

Available here

Reclam's Universe

has achieved the greatest distribution among all educated circles, both at home and abroad, on account of its manifoldly diverse content and elegant appearance. Wherever there is interest in literature and art and in the great questions of our time, Reclam's Universe is a welcome weekly guest.

Catalogue and sample issue available for free!

[Poster; Dimensions: 76 x 48 cm. Appropriate for posting and display.]

Source: Dietrich Bode, ed., *Reclam: Daten, Bilder und Dokumente zur Verlagsgeschichte, 1828–2003*, Stuttgart, 2003, pp. 74–75.

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