

A FAMILY BUSINESS

The Warner family has been in the business business for more than one hundred years. The company, Warner Bros., was founded by Robert Warner in 1898, in Boston, Massachusetts. Robert began working from his father in the factory and would trade his father and earned credits to his name for his and opportunities gather data, research and service his clients. In less than two years, Robert had established a clientele of over 100 wealthy customers and had earned enough that he purchased with the gains from his investment business.

As the company continued to grow, Robert Warner hired his three sons as employees. The eldest son, James, was the Vice President of Operations. His responsibilities included the day to day business operations, accounting, legal and finance resources. As the company expanded, James was in charge of printing and advertising efforts throughout the entire United States. James had four children: three sons and one daughter. Each of the children became Regional Managers and moved to different parts of the States. It was not for James and his, Warner to see their children across every time zones but they were very proud of their children and their dedication to the family business. James was applying five years experience for that, he worked the Warner business for entire adult life.

The middle son, Henry, was the President of Sales. Henry was in charge of a team of sales operators. Their sales territory grew to the entire northeast section of the United States within two years. Henry worked for Warner Bros. for over thirty years in which the sales territory was increased and the sales base grew to over seven hundred and fifty salespeople. By the time Warner Bros. became a successful name and a multi-million dollar company, the Warner family was committed to maintaining the company as a privately owned business and to this day continues to be so.

Robert James was the youngest of the family's sons and studied Marketing and Business Administration in Cornell College in New York. After graduating, he returned to Boston and became the Marketing Vice President Warner Bros. and was a major factor in the company's branding and promotional efforts. Many people say that it was because of Robert James's brilliant marketing skills that the company was able to grow so big and so quickly. Robert James was very fond of his three sons, but he had a special affection for his youngest son and grandson, Robert James.

Today Warner Bros. stands as an example of a family enterprise that has withstood the test of time and been successful in a very competitive market. Many large, diverse owned companies have tried to purchase Warner Bros. but the family has stood firm in its decision to continue the family legacy and establish an inheritance for its future generations.