

News from

DUELL, SLOAN & PEARCE, INC.
270 MADISON AVENUE, NEW YORK 16, N. Y.
MURRAY HILL 5-2510

CABLE: SWORDWORDS

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A working alliance between the book-publishing firms of Little, Brown & Company of Boston and Duell, Sloan and Pearce of New York has been arranged, it was announced today by the heads of the two publishing firms.

Under the terms of a thirty-year contract, the Little, Brown organization takes over the handling of all Duell, Sloan and Pearce titles, with respect to manufacturing, warehousing, promotion, and selling, while the New York firm carries on other publishing functions as before at its headquarters at 270 Madison Avenue. Duell, Sloan and Pearce inventory will shortly be transferred to Little, Brown's warehouse in Cambridge, Mass. From there all orders will be filled through Boston.

After January first, Duell, Sloan and Pearce books will carry a joint imprint of Duell, Sloan and Pearce-Little, Brown.

It was emphasized that no change in the ownership structure of either firm has occurred as a result of the working agreement between the two organizations.