

DUELL, SLOAN & PEARCE, INC.
124 EAST THIRTIETH STREET, NEW YORK 16, N. Y.
PUBLISHERS

C. HALLIWELL DUELL
CHARLES A. PEARCE

MURRAY HILL 5-2510
Cable: SWORDWORDS

FOR RELEASE FEBRUARY 20, 1956

Duell, Sloan & Pearce separates from Little, Brown & Company

The publishing alliance between Duell, Sloan & Pearce, Inc., New York and Little, Brown and Company of Boston, in effect for nearly five years, will be terminated as of June 30, 1956, according to an announcement made February twentieth by Arthur Thornhill, President of Little, Brown and C. Halliwell Duell, President of Duell, Sloan and Pearce. Simultaneously, it was announced by Duell and Kennett L. Rawson, President of the David McKay Company, Inc., that DS&P will join the McKay group. This new arrangement will concentrate DS&P operations in New York with shipping handled from the Long Island City warehouse of McKay-Longmans. The primary prospect of this arrangement is that it will stimulate the independent editorial development of DS&P's lists while bringing about economies of cooperative action. The firms of Ives Washburn and Tupper and Love are also members of this group.

Duell, Sloan & Pearce will manufacture and sell through the facilities of David McKay. All advertising, publicity and promotion as well as subsidiary rights on past and present DS&P books will be handled by DS&P. Joint imprint titles published with Little, Brown will all be returned to DS&P and shipped by McKay from July first forward. All orders then should go to the David McKay Company, 55 Fifth Avenue, New York 3. Duell, Sloan & Pearce, Inc., will retain their present offices at 124 East 30th Street, New York 16. Thirty to thirty-five new titles a year will be the projected output of Duell, Sloan and Pearce who now have approximately 250 titles in print, including some 80 books published under the former joint imprint.