

MEMO

We think that you will be interested to read the attached, which is the substance of the release from Meredith Publishing Company, sent to the press on March 21.

Sincerely,

Duell, Sloan and Pearce

NEWS of BOOKS and AUTHORS

The Meredith Publishing Company announced the purchase of Duell, Sloan & Pearce, Inc., New York trade book publishers, on March 21, 1961. The New York publishing firm was founded in 1939 by C. Halliwell Duell, Charles A. Pearce and the late Samuel Sloan. Messrs. Duell and Pearce will continue to direct the operations of Duell, Sloan and Pearce, and no changes in personnel or in imprint are contemplated.

"The acquisition of Duell, Sloan and Pearce is a further development of our full-scale trade and textbook publishing program," said Fred Bohlen, president of Meredith Publishing Company, "and plans call for expansion in the school and college textbook fields, as well as in certain trade book publishing areas."

Duell, Sloan and Pearce is noted for its diversified list of fiction and non-fiction and for their juveniles. The company's principal areas of activity have been aviation, biography, cartoon books, fiction, folklore and folksong, household reference books, nature, photography and travel books.

In his statement, Mr. Duell said, "We feel the Meredith acquisition represents a challenging opportunity offering extraordinary facilities for the growth of our company's business. At the same time it will allow us to integrate our activities with those of a parent organization of the broadest resources in information, education and communications."

Meredith acquired Appleton-Century-Crofts, New York, (college text, medical, reference and trade) in November, 1960, and Lyons & Carnahan, Chicago, (school texts) in March, 1961. In addition to these companies and its Better Homes & Gardens Book Division, Meredith Publishing Company publishes Better Homes & Gardens and Successful Farming magazines and owns and operates five radio and four television stations, Replogle Globes, Inc., and National Plan Service.