
HUTCHINSON'S GAIN ANOTHER IMPRINT

DENIS ARCHER LTD.
TAKEN OVER

THE BOOKSELLER understands that the firm of Denis Archer, Ltd., has been taken over by the Hutchinson group of publishers.

Denis Archer is one of the younger publishing firms in London and, in the short life as an individual firm, published a number of books which met with success. Among these may be mentioned *The Junior Outline of History*, *The Child's Own Limerick Book*, *The Book of British Industries*, *Stable Money*, *Jacob Across Jabbok*, *The "Evening Standard" Books of Short Stories*, *The Oriental Caravan*, *Hosanna* and *Stir*.

It published *The World of To-morrow*, memorable as an example of book-production of a revolutionary kind.' With the *Book of British Industries*, the firm rendered a service in bringing together the greatest company of industrial experts in the country.

Towards the end of last year the house gave signs of being stabilized, after the normal vicissitudes of "growing pains".

Mr. Hugh Schonfield, its managing director, reporting progress last November in *The Bookseller*, wrote: "The past year, from the aspect of mind and body, is one which both the directors and the staff would fain forget. It has been a period of long, feverish activity, late hours in the office and little relaxation out of it. Printers and binders have viewed our haggard faces with grave concern and wondered at the full sixty seconds worth of work that we cram into every minute. Despite the depression and despite our handicap of youth, we are now forging ahead."

About the same time the firm announced its intention of specializing in good humorous fiction, and Miss Cicely Courtneidge, the world-famous comedienne, joined the Board of Directors in an editorial capacity. The firm was also associated with the institution of a publishing venture for the production of new novels at three-and-sixpence, to be sold to libraries.

Despite hard work on the part of the directors, increase of capital and an encouraging amount of success, large difficulties remained in the way, and a few months ago the firm of Denis Archer, Ltd., was forced to call a meeting of its creditors.

The Hutchinson group of publishing firms includes Messrs. Stanley Paul, Messrs. Selwyn & Blount, Messrs. John Long, Messrs. Rider, Messrs. Jarrolds, Messrs. Hurst & Blackett, etc.
