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Look, Family Circle Magazines Changing National Distributors

Select Magazines Will Handle Both Publications; Paperback Book Switches Also Are Slated

By a WALL STREET JOURNAL *Staff Reporter*

NEW YORK — Several magazine and paperback book publishers are switching national distributors.

Select Magazines Inc. is to take over distribution of Look magazine from Curtis Circulation Co., and Family Circle magazine from Independent News Co. Curtis Circulation is a subsidiary of Perfect Film & Chemical Corp. Independent News is a subsidiary of Kinney National Service Inc.

Select Magazines is owned by Reader's Digest Association Inc. and three other publishers whose magazines it distributes. Cowles Communications Inc., publisher of Look and Family Circle, said it will join Select as a part-owner.

National distributors handle sales, billing returns and other chores for publishers. However, some paperback book publishers have decided recently to take over these chores themselves, and deal directly with wholesalers who, in turn, pass the books on to retail outlets such as supermarkets and newsstands. Last year Simon & Schuster Inc. took over distribution of its Pocket Books line from Curtis Circulation. And Times Mirror Co. plans to take over distribution of its New American Library paperback line from Independent News.

Independent News said it's gaining as well as losing business. It is taking over distribution of movie, confession and other magazines published by Sterling Communications Inc. and Coronet magazine and Paperback Library books published by Coronet Communications Inc.

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