

MANCHESTER BOOK CAUSES A PRICE WAR

NY Times
William Manchester's book, "The Death of a President," became the focus of a wide-spread price war yesterday, selling in some places for as little as \$5.55 despite its \$10 list price.

A wholesaler said that the price to large retail outlets was \$5.40 a copy and that some stores were making almost nothing on their sales of the widely publicized and controversial account of the assassination of President Kennedy.

The publishers, Harper & Row, issued a first printing of 600,000 copies, with Friday as

the formal publication date. But price-cutting began immediately in the city and across the nation.

The book department of Alexander's department store here advertised a price of \$5.99. Macy's and Gimbels matched it. Modell's Shoppers World in Lodi, N. J., then offered a price of \$5.55.

The Cokesbury Book Store here came up with a package deal—"The Death of a President," a paperback version of an earlier Manchester work, "Portrait of a President," and Mark Lane's "Rush to Judgment," all for \$10.

Many of the big-name book shops in New York clung to the

\$10 list price and reported they were doing fair business.

In Dallas, the scene of the assassination, two of the three major retail book shops held to the \$10 list price. The third cut the price to \$7.97.

Freeport Bond Issue Defeated

Special to The New York Times

FREEPORT, L. I., April 5—A proposed 30-year \$8,473,000 school-bond issue was voted down here last night, 2,532 to 2,075. The issue would have covered additions to the Freeport High School, the Archer Street Elementary school and construction of another elementary school. It would have raised school taxes by 53.5 cents per \$100 assessed evaluation. The current rate is \$5.98.