

Look Sales Soared on JFK Series

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Look's condensed installments of "The Death of a President" not only boosted circulation but sharply increased the magazine's subscription business.

Officials of Look report that nearly 70 million Americans 18 years old and older read all or part of the magazine's four installments of William Manchester's controversial book.

This net readership was the largest ever attained by a magazine for four issues, Look said.

Newstand sales of Look for those four issues were up sub-

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stantially, topped by 2 million copies for the March 7 issue, the final installment.

The other issues brought newstand sales of 1,290,000; 1,730,000, and 1,930,000, respectively.

Normal newstand circulation had been 500,000 copies per average issue for the magazine for the last six months of 1966.

As a result of the Manchester series, Look's publisher Thomas R. Shepard Jr. said subscriptions have risen so sharply that (1) selling efforts have had to be drastically reduced and (2) a subscription purchased today cannot be started until October.

The average circulation for the four issues was 1,735,000 for newstands. The total net paid was 8,962,000.