

## Manchester Book Sells at Brisk Pace <sup>4/12/67</sup>

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Most of the first 25,000 copies of William Manchester's "Death of a President" stocked by Washington area bookstores have been sold, a survey yesterday disclosed.

The price war resulting from deep discounts by some booksellers has eased, however, and sales are expected to moderate as more of the low priced books are bought out.

Trans-Lux Book Shop, which at \$4.95 had been offering the town's best price on the \$10 list book, sold the last of its 1000 copies yesterday morning.

Since the best price available to retailers from the publisher, Harper & Rowe, is \$5.50 a copy, Trans-Lux apparently took at least a \$550 loss on its first order. A spokesman for the store said he did not know when a reorder would be made or whether the book would continue to receive loss-leader or even discount treatment.

The area's two largest department store chains, Woodward & Lothrop and The Hecht Co., and two largest drug store chains, Peoples and Drug Fair, have been selling the book at discounts—\$6.85 at Woodies and \$5.99 at the others. Drug Fair is sold out and stocks at the other stores are sharply reduced. Together the four chains have accounted for about 8000 sales so far.

Discount Book Shop, which regularly knocks 20 per cent off the list price on any book costing more than a \$1, has remained aloof from the current price war but reports "hundreds" of sales at \$8 a copy.

Two of Washington's better known no-discount bookstores, Brentano's and Savile Book Shop reported very good but not spectacular results at \$10 a copy.