

Star 4/1/67

Manchester Book Prices Vary Widely

How much people pay for William Manchester's controversial book "The Death of a President" apparently will depend on the size of their purse and/or their shoppers' zeal.

Prices nationally and in Washington range from the list price of \$10 to discounts as low as \$6.84 here and \$5.99 in Allentown, Pa.

The book was selling well in Washington, and a spot survey by the Associated Press indicated it was going well across the country, including Dallas, where President John F. Kennedy was assassinated in 1963.

Brentano's, 1326 F Street NW, is selling the book for the announced price of \$10 and doesn't intend to lower it.

"We don't discount books," manager Stanley Loth said today. The book about the assassination went on sale first thing yesterday morning and is selling "reasonably well," Loth said.

Woodward and Lothrop at 11th and F Streets NW, also is charging \$10. But down the street at Hecht's, 7th and F NW, the price is \$8. The Discount Book Shop at 1342 Connecticut Avenue NW is charging \$8, too, in keeping with the store's policy of 20 per cent off for best sellers, a spokesman said. The book is selling well there.

Doubleday Book Shop, 1331 E Street NW, which is charging \$10, reports that sales are good — "despite Drug Fair."

Drug Fair is charging \$6.84. The book is selling "very well" at the chain's store at 1201 E Street NW, a spokesman said.