

Prices Vary, Sales Brisk For Manchester's Book

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The price varied—anywhere from \$5.84 to \$10—but the sales were brisk as William Manchester's "Death of A President" went on sale in many stores here over the weekend.

Most stores in the area received their shipments of the controversial and much-publicized book last Friday or Saturday and started selling it immediately although the official publication date is not until this Friday.

Several book stores, such as Brentano's, 1326 F st. nw., and the Savile, 3236 P st. nw., have decided to stick by the list price of \$10. Both reported the sale of the new book matched or slightly exceeded the usual sale of a best seller.

At the other end of the price scale are Peoples Drug Stores (\$5.99) and Drug Fair stores (\$5.84 at one store). For Peoples, it was a first venture into sale of a more expensive hardback book. Most of their

book sales are in paperbacks, a spokesman said.

In between are discount stores, such as the Discount Book Shop, 1342 Connecticut ave. nw. (\$8, representing the store's regular 20 per cent discount) and department stores. Woodward & Lothrop and Hecht's, for example, are selling the book for \$6.85.

The wholesale price of the book is not the sole determining factor in its retail price, merchandising spokesmen said yesterday. It varies according to the quantity ordered and the outlet from which the books are purchased.

Several merchandisers said the drug stores apparently are satisfied to sell the book with little if any profit, using it as a "loss leader" to bring customers into the stores to purchase other items.

Despite the early heavy sales, most stores reported they still had the book on their shelves and probably would order more if the demand required it.