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NEW YORK AP - Appar-  
ently one of the hardest things  
to come by Wednesday was a  
copy of Look magazine contain-  
ing the first installment of Wil-  
liam Manchester's book "The  
Death of a President."

News dealers said they had  
sold out and were unable to or-  
der extra copies to meet tre-  
mendous demands from cus-  
tomers. Some news stands re-  
ported selling out within an hour  
after delivery.

Approximately 974,000 copies  
of the magazine were available  
for news-stand sale, 500,000  
more than usual. Subscription  
circulation of the magazine is  
about 7,426,000.

A spokesman for Look said  
the magazine had been besieged  
by telephone calls from people  
across the country demanding  
to know why they had not re-  
ceived their subscription copy in  
the mail.

"It's wild," he said. "We got  
a double order and sold out be-  
fore night on Monday," said a  
News dealer at a New York  
hotel.

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