

28 MAR 1967
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WITH BOOK NL 140

NEW YORK, MARCH 28 (AP)-AN APRIL 6 RELEASE DATE FOR REVIEWS OF WILLIAM MANCHESTER'S "THE DEATH OF A PRESIDENT" WAS BROKEN TODAY BY WOMEN'S WEAR DAILY, A CLOTHING INDUSTRY PUBLICATION.

IN A PREFACE TO ITS FRONT PAGE REVIEW, THE NEWSPAPER SAID:

"THE (BOOK) PUBLISHERS, HARPER & ROW, HAD SET A REVIEW RELEASE DATE OF APRIL 6. THE DATE WAS ACCEPTABLE TO WWD (WOMEN'S WEAR DAILY) SO LONG AS THE BOOK DID NOT EARLIER GO ON SALE IN NORMAL COMMERCE.

"YESTERDAY, MARCH 27, KAUFMANN'S (DEPARTMENT STORE) IN PITTSBURGH BEGAN SELLING THE BOOK AT \$10.50 (TAX INCLUDED) IN ITS BOOK DEPARTMENT. KAUFMANN'S ADVERTISED IMMEDIATE SALE OF THE BOOK IN THE PITTSBURGH PRESS SUNDAY (MARCH 26).

"WWD PURCHASED A COPY OF THE MANCHESTER BOOK AT RETAIL AND NOW FEELS ITSELF FREE TO PUBLISH ITS REVIEW."

THE SCHEDULED DATE OF THE BOOK'S PUBLICATION IS APRIL 7.

HARPER & ROW CONCEDED THAT BY MISTAKE THERE WERE PREMATURE SHIPMENTS OF THE BOOK TO SOME OUTLETS. COPIES WERE TO HAVE BEEN DELIVERED NEXT FRIDAY.

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LATER, HARPER & ROW SAID IT HAD NOTIFIED ALL BOOKSELLERS, JOBBERS AND THE TRADE THAT SALE OF THE BOOK IS NOT AUTHORIZED BEFORE THE OFFICIAL PUBLICATION DATE.

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