

# Look's Sales Up Over JFK Book

NEW YORK — Look magazine's condensed installments of "Death of a President" not only boosted newsstand circulation but sharply increased subscriptions.

Officials of Look report that nearly 70,000,000 Americans 18 years old and older read all or part of the four installments of William Manchester's controversial book.

This was the largest readership ever attained by a magazine for four issues, Look said.

Newsstand sales for those four issues were up substan-

tially, topped by 2,000,000 copies for the March 7 issue, in which the final installment appeared. The other issues sold 1,290,000; 1,730,000, and 1,930,000.

Average newsstand circulation had been 500,000 copies for the last six months of 1966.

As a result of the Manchester series, Look's publisher, Thomas Shepard, said subscriptions have risen so sharply that selling efforts have had to be drastically reduced and a subscription ordered today cannot be started until October.