

PUBLISHERS RUSH WARREN REPORT

6 Editions of Findings Meet Large Public Demand

By HARRY GILROY

Release of the Warren Commission report on the assassination of President Kennedy has set six publishers off in a race against time. Two paperback versions of the report are already on sale on newsstands and in book stores and four hardcover editions will be shipped in the next four weeks.

The publishers received copies versions of the report the afternoon of the report in Washington last Friday, along with major news agencies. They were free to publish the report because there was no copyright on it. Release time was set for 6:30 P.M. Sunday.

The publishers had to face a financial risk in printing the report when the Government Printing Office was ready with the book in a hardcover version for \$3.25 and in paperbound form for \$2.50.

Popular Library got out 35,000 copies of a 640-page paperback version of the summary of the report in time to start sale in New York City at 6:31 P.M. Sunday.

Bantam Books put out on Tuesday an 800-page paperbound book with the summary, appendix and index of the report and with explanatory articles by four New York Times staff members. Priced at \$1, it went on sale in Chicago, Boston, Washington and Baltimore Tuesday and in New York and London yesterday.

AP Plans An Edition

The Associated Press is striving to bring out on Friday a 400-page hardcover edition, priced at \$1.50, which will contain the summary and most of the appendix as well as interpretive material. This edition will be distributed through newspapers that are members of The Associated Press.

Doubleday & Co. counts on shipping a \$4.95 hardcover edition by Oct. 5. This book will contain 976 pages and will include interpretive material as well as the summary, appendix and index.

The Book-of-the-Month Club and the McGraw-Hill Book Company are getting out 800-page hardcover editions of the Bantam book with New York Times material. Copies are to be ready on Oct. 19. The book will be priced at \$3.95 by McGraw-Hill. The Book-of-the-Month Club will sell the book by mail at the same price but will also supply it free to members of the club who buy another book during October.

Frank P. Lualdi, publisher of Popular Library, said yesterday about the rush to put out the report in book form, "I've been in lots of races, but never as hectic a one, and never have we been this successful."

Two Popular Library editors got copies of the report at 9 A.M. Friday at the White House. One flew to Boston and drove 35 miles to Clinton, Mass., where the Colonial Press had mobilized its staff to put the report into book form while the other editor brought a copy to New York for editorial and production decisions.

One Day Early

The final hours of an intensive production effort had Mr. Lualdi and other executives involved in typing shipping labels and driving light trucks to circulate the book to news stands. Colonial Press had turned out the book a day faster than calculated.

Bantam, with a bigger production job because of the complete nature of the book it produced, got out an 800-page volume in 80 hours of work. The book includes 32 pages of illustrations. Harrison E. Salisbury, an assistant managing editor of The New York Times, wrote an introduction. James Reston an associate editor, and Anthony Lewis, a member of the Washington staff, did interpretive articles and Tom Wicker, chief Washington correspondent, wrote a prologue.

The Bantam book was produced by the W. F. Hall Company in Chicago. It was sent by air to American cities and to Europe. A Chicago bookstore sold 1,000 copies in five hours, and a Chicago wholesaler ordered 45,000 copies one day after placing his first order of 38,000 copies.

The Bantam print order for the book took 1,000,000 copies yesterday and an increase is contemplated within this week. Popular Library has ordered 300,000 copies from Colonial Press.

The Associated Press has ordered 500,000 copies. Doubleday is running off a first printing of 35,000 of its edition, which includes an introduction by Louis Nizer. The Book-of-the-Month Club is planning an edition of 200,000 to 250,000. McGraw-Hill has ordered 25,000.