



PICK OF THE PAPERBACKS

It now looks as if the best-selling paperback of the year is going to be the Report of the Warren Commission. Two publishing houses, Bantam and Popular Library, are in swinging competition, each with its own edition. The facts: Bantam's first printing was 1,350,000 copies; it contained a sober introduction by Harrison Salisbury, and cost \$1 for 800 pages. Comparatively speaking, Popular Library's edition is pocket-sized: half a million in print, Robert J. ("PT-109") Donovan's introduction, 640 pages, and a tab of 75¢. What both have in common are punch-happy editors who have been working round the clock to get to the newsstands if not with the most, at least with the first. Bantam's Fred Klein can now relax and make jubilant mathematical predictions, such as that 250 copies a minute are being ground from the press while the books are being sold at 1,000 copies a minute in New York. As a book publisher constantly being beaten out by newspapers, Popular's Frank Lualdi takes special glee in the fact that his volumes were on sale in New York City and Washington, D.C. one minute past deadline and some 5½ hours before *The New York Times's* comprehensive edition appeared. And just to make sure that everybody played it nice and fair, and didn't jump the release time, a Federal agent stood in the bookstore with, we can only assume, a stopwatch in his hand.

See Saturday Review,
Nov. 7, 1964, p. 25:
Warren Report in Mass
Production.