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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.
