

# Fantastic Sales of the Kennedy Book

**New York**

Reports from the book industry indicated yesterday that William Manchester's "The Death of a President" may be one of the runaway best sellers of the 20th Century.

A spokesman for Harper & Row, the publishers, said orders were piling in so fast that they have not been able to fix the size of the first printing.

"It looks as if it may have

the largest advance sale in our history," the spokesman said.

Another publishing source declared "you can safely speculate that the book will have the biggest advance sale of our time."

In Chicago, Wendel Goodpasture, buyer for the major bookdealing firm of Kroch's and Brentano's, said "I have seen nothing like it in nearly 50 years in this business." He predicted advance shipments to wholesalers might hit

500,000 copies. The retail price of the book is \$10.

"It's the hottest thing in the book industry since the Gutenberg Bible," was the word from Laura Rivers, advertising executive of the May Co. stores in Los Angeles.

Many dealers said they expected a flood of orders as soon as the publication time — tentatively early in April — is firmly fixed by Harper & Row.

A few thought publication

of an abridged serialization in Look magazine — which paid Manchester \$665,000 for the rights — might take the edge off hard cover sales. Most booksellers, however, voiced the view that Look's version had only whetted the public's interest.

Officials of the magazine won't say what the abridgement has done, if anything, for Look's circulation.

A knowledgeable publishing source previously estimated that Manchester's gross take might be close to \$3 million and broke it down this way:

Royalties from hard-cover sales \$150,000; paperback editions, \$1.5 million; Look magazine serialization \$665,000; Book of the Month Club, \$250,000; foreign publication rights, \$200,000. Manchester himself said he expected to gross about \$1.5 million.

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