

Price War on JFK Book

NEW YORK — (UPI) — A price war is shaping up today over William Manchester's "The Death of a President," according to reports from bookstores across the nation.

In San Francisco, a spokesman for Brentano's indicated no reluctance to put the book on sale immediately, as soon as its shipment is received.

Other San Francisco stores also indicated they would place the books on the shelves as soon as they are received, despite the release date.

There was no indication whether the price would be cut in San Francisco.

Apparently the result of tremendous advance sales and months of front-page publicity, the book's list price of \$10 was being driven as low as \$7.99 in some cities.

Reviews of the book were released prematurely yesterday, 10 days in advance of an embargo set by Harper & Row, because of a story on the book in Women's Wear Daily.

The fashion-trade newspaper said it broke the release date because a Pittsburgh department store, Kaufmann's, put the book on sale Monday, at \$10 plus tax.

Price-cutting was reported in a number of cities, including Oklahoma City and Seattle.