

A86

## MANCHESTER (330)

NEW YORK, APRIL 5 (AP)-WILLIAM MANCHESTER'S BOOK, "THE DEATH OF A PRESIDENT," BECAME THE CENTER OF A WIDESPREAD PRICE WAR TODAY, SELLING IN SOME PLACES FOR AS LITTLE AS \$5.55.

A WHOLESALER SAID THE PRICE TO LARGE RETAIL OUTLETS WAS \$5.40 A COPY, AND THAT SOME SHOPS WERE MAKING ALMOST NOTHING ON THE WIDELY-PUBLICIZED AND CONTROVERSIAL ACCOUNT OF THE ASSASSINATION OF PRESIDENT JOHN F. KENNEDY.

THE PUBLISHERS, HARPER & ROW, ISSUED A FIRST PRINTING OF 600,000 COPIES, WITH THE DAY AFTER TOMORROW AS THE FORMAL PUBLICATION DATE, AND SET A LIST PRICE OF \$10. BUT STORES ALMOST EVERYWHERE JUMPED THE GUN ON SALES LAST WEEK, AND PRICE-CUTTING BEGAN IMMEDIATELY.

THE BOOK DEPARTMENT OF ALEXANDER'S STORE IN NEW YORK ADVERTISED A PRICE OF \$5.99. MACY'S AND GIMBELS MATCHED IT. MODELL'S SHOPPERS WORLD (CAPS M,S,W) IN LODI, N.J., THEN UNDERCUT THE NE

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WORLD (CAPS M,S,W) IN LODI, N.J., THEN UNDERCUT THE NEW YORK STORES WITH A PRICE OF \$5.55.

(MORE)

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NEW YORK MANCHESTER A86 ADD: \$5.55.  
THE COKESBURY BOOK STORE IN NEW YORK CAME UP WITH A PACKAGE DEA

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"THE DEATH OF A PRESIDENT," THE PAPERBACK VERSION OF AN EARLIER MANCHESTER WORK, "PORTRAIT OF A PRESIDENT," AND MARK LANE'S "RUSH TO JUDGMENT," ALL FOR \$10.

MANY OF THE BIG NAME BOOK SHOPS IN NEW YORK CLUNG TO THE \$10 LIST PRICE AND REPORTED THEY WERE DOING FAIR BUSINESS.

IN RETAIL BOOK OUTLETS IN PHILADELPHIA, THE PRICE RANGED FROM \$7.77 TO \$7.99, IN DENVER FROM \$6.40 TO \$3.76, IN CHICAGO FROM \$5.97 TO \$10, IN SALT LAKE CITY FROM \$7.44 TO \$10 AND IN BOSTON FROM \$5.99 TO \$10.

CHICAGO'S ECONOMY BOOK STORE WAS SELLING THE BOOK FOR \$7.50 AND SAID IT WAS "MOVING VERY WELL." MISS ELLEN CALLAHAN OF THE RIVAL CHICAGO COKESBURY STORE SAID "CUSTOMERS ARE BEGINNING TO OBJECT TO PAYING \$10 WHEN ECONOMY HAS IT AT \$7.50, AND SEVERAL HAVE COME BACK AND ASKED FOR A REFUND."

A DENVER WHOLESALER SAID RETAIL PRICES HAD PLUNGED TO THE POINT WHERE "MOST OF THE STORES AREN'T REALLY MAKING A DIME--MAYBE ENOUGH TO PAY THE LIGHT BILL."

IN DALLAS, TEX., SCENE OF THE ASSASSINATION, TWO OF THREE MAJOR RETAIL BOOK SHOPS HELD TO THE \$10 LIST PRICE. THE THIRD CUT TO \$7.97.

STORES IN SAN FRANCISCO, ATLANTA AND PHOENIX, ARIZ., STUCK WITH THE LIST PRICE AND REPORTED THAT THE BOOK WAS SELLING AT A PRETTY GOOD CLIP.

MOST SHOPS IN COLUMBUS, OHIO, WERE CHARGING \$10 BUT THREE IN THE OHIO STATE UNIVERSITY AREA OFFERED A \$2 DISCOUNT.

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NEW YORK, MANCHESTER A92 2ND ADD: DISCOUNT.

REPORTS ON THE PRICE SITUATION IN OTHER CITIES INCLUDED:

WASHINGTON, D.C.--THE PEOPLES DRUG STORES, WITH 129 SHOPS IN THE WASHINGTON-MARYLAND-VIRGINIA AREA, SAID THE BOOK WAS A SELLOUT AT \$5.99. BRENTANO'S, A CAPITAL BOOK SHOP WITH SEVEN OUTLETS, STAYED WITH THE \$10 LIST PRICE AND DESCRIBED SALES AS "SATISFACTORY."

SEATTLE, WASH.--PRICE DROPPED AS LOW AS \$5.75. ONE BOOK STORE MANAGER SAID ONLY 10 PER CENT OF BOOKS ORDERED COULD BE RETURNED IF UNSOLD AND "I THINK SOME BOOKSTORES MAY HAVE ORDERED TOO MANY."

KANSAS CITY, MO.--THREE MAJOR STORES SET THE PRICE AT \$7.77 A FOURTH HELD TO THE \$10 LIST PRICE. THE LATTER SAID THE BOOK HAS BEEN "SEELING REAL WELL."

RICHMOND, VA.--MAJOR BOOK STORES ADVERTISED THE PRICE AS \$10 AND DESCRIBED THE DEMAND AS BRISK THOUGH NOT OVERWHELMING.

ALBANY, N.Y.--MAJOR STORES MAINTAINED THE \$10 PRICE AND SALES WERE DESCRIBED AS EXCELLENT.

NEW ORLEANS, LA.--THE MADISON BLANCHE DEPARTMENT STORE BOOK DEPARTMENT SOLD ORIGINAL CONSIGNMENT OF 350 AT \$10 A COPY, ORDERED 400 MORE AND SAID THE RETAIL PRICE WOULD BE THE SAME. ONE DRUGSTORE CHAIN CUT THE PRICE TO \$8.95.

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