

'RN' Sales Are Up

NEW YORK (AP) — After initial reports of a slow start, sales of former President Richard Nixon's "Memoirs" were brisk in the week following publication. Sales were highest outside of the East, some of the nation's biggest chains said.

And Grosset & Dunlap predicted that 300,000 copies eventually would be sold of the \$19.95 book, which some retailers are discounting as much as half.

"I think we had a nice sale on the book," Brentano's merchandising manager Barry Denenberg said. "I'll make very few returns."

He said the book posted the third-highest sales in the chain's 30 stores last week and would slip to fifth or sixth this week.

The book officially was published May 15, but it went on sale in a number of stores earlier. Although a spot check by The Associated Press 10 days ago found several booksellers reporting sluggish sales, the chains said sales now have met or exceeded expectations.

Kay Sexton, spokeswoman for the B. Dalton chain of 310 stores, said "Memoirs" was second in sales for two weeks running, with particular strength in Nebraska, Oklahoma, Missouri and Palm Springs, Calif.

She said the company's best-seller list was led by Erma Bombeck's latest book, which sells for \$7.95, with sales of 12,000 copies of "If Life is a Bowl

of Cherries — What am I Doing in the Pits?" the week before last and 5,000 copies last week.

"Memoirs" is going at the rate of 2,000 copies a week, "which isn't bad on a \$20 book," the spokeswoman added, relating that corporations were buying 50 of them at a time, presumably as gifts.

Edward Stoddard, president of the Doubleday chain of 30 stores, said "Memoirs" was selling better than we expected." Declining to furnish figures, he alone said it is doing well in New York — so well that it will make the best-seller list in Doubleday's Fifth Avenue store.

Senior buyer Thomas Paynter of Waldenbooks noted that sales in 488 stores were strong but nowhere better than in Pennsylvania and Ohio. He said he did not know why.

Publisher Harold Roth said Grosset & Dunlap has added a second printing of 25,000 copies to the 225,000 copies in the initial order. And Judith Wellington, a spokeswoman for R.R. Donnelley and Sons, the manufacturer of the book, said press time was reserved yesterday for a third printing of a minimum of 25,000 copies.

Roth said that 2,500 copies were being sold daily. Furthermore, he reported that 2,336 copies of 2,500 commemorative editions selling for \$250 and 8,000 copies of 10,000 deluxe \$50 editions have been purchased. The book has exceeded my expectations," he said.