

Nixon Book Sales Are Picking Up

New York

Sales of former President Nixon's "Memoirs," first reported to be going slowly, have picked up and the publishers have added a second printing and are planning a third.

Sales are much brisker in the West and Middle West than in the East, according to booksellers' reports on the week following publication.

Edward Stoddard, president of the Doubleday chain of 30 stores, was one of several reporting that sales had been "better than we expected."

He said the book is doing so well even in New York that it will make the best-seller list in Doubleday's Fifth avenue store.

Also reporting brisk sales, particularly in Nebraska, Oklahoma, Missouri, and Palm Springs, Calif., was the B. Dalton chain of 310 bookstores.

Kay Sexton of Dalton said "Memoirs" is going at the rate of 2000 copies a week and is the firm's second-fastest seller "which isn't bad on a \$20 book."

Dalton's best-seller at the moment, she said, is Erma Bombeck's "If Life is a Bowl of Cherries — What Am I Doing in the Pits?" which sells for \$7.95.

The Nixon book lists for \$19.95 but many dealers are discounting it for as low as half price.

A "nice sale" was reported by Brentano's merchandising manager Barry Denenberg, who said the book was third on Brentano's list last week.

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