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NEW YORK TIMES
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TIMES OF LONDON ON SALE IN SOVIET

Special to The New York Times

LONDON, Saturday, April 20—The Times of London announced today that it would be sold in the Soviet Union.

A brief announcement said that after two years of negotiations the paper would be put on sale at hotels run by Intourist, the state travel agency. Beginning with today's issues copies will be flown to Moscow each day.

A spokesman for the paper said that it did not yet know whether the Soviet authorities would apply the same conditions as for the sale of the Neue Zürcher Zeitung.

The Swiss newspaper this week became the first Western non-Communist paper to be sold in the Soviet Union, but its distribution is limited to customers speaking German, English or any other non-Russian language. It is not publicly displayed but can be bought at the newsstands of four Moscow hotels.

The New York Times has no plans to seek newsstand sales in the Soviet Union, according to Nathan W. Goldstein, circulation director. The Times has a "general policy not to develop circulation sales outside the United States," Mr. Goldstein said, although all requests for mail subscriptions are filled.

In the Soviet Union The New York Times now has 28 subscribers to the daily paper and 42 subscribers to the Sunday issue, Mr. Goldstein said. A one-year mail subscription in Moscow to the daily and Sunday New York Times costs $102. By air mail the annual cost is $1,695.

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