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**Gilmore's Agent an Entrepreneur  
Who Specializes in the Sensational**

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OREM, Utah, Jan. 19—The man who gave the public the last nude photos of Marilyn Monroe, the first prison interview with Susan Atkins, the Charles Manson follower, the heritage of Lenny Bruce, an account of the final days of a cancer victim and the photonegative of Jack Ruby shooting Uee Harvey Oswald is now presenting the death of Gary Mark Gilmore.

Lawrence Schiller, 40 years old, is the entrepreneur who obtained the rights to the story of the first man to suffer the death penalty in the United States in a decade. He also watched the execution, from which the press was barred. No one who knows him is terribly surprised. "A hustler and a good one" is regarded as a fair description of Mr. Schiller, according to friends, enemies and former collaborators.

As he sat in his motel room here not far from the Utah state prison—two secretaries answering two specially installed telephones, a tape deck and a Xerox machine behind him—he said, "I'm not interested in dollars and cents. I'm interested in getting a story nobody else can get."

#### Legwork and Brashness

He got the Gilmore story in much the same way he got others over the years—through relentless legwork, brashness and the help of professional writers.

He came to Utah early in November, he said, and "ingratiated" himself with the killer's uncle, Vern Damico. Mr. Damico eventually persuaded Mr. Gilmore to drop another man, Denis Boaz, as his agent and accept Mr. Schiller's offer. From whatever deals Mr. Schiller was able to make, according to a report that Mr. Schiller said was accurate, Mr. Gilmore and his relatives would get \$60,000, his victim's families \$40,000 and his girlfriend, Nicole Barrett, \$25,000.

Despite tight security, Mr. Schiller said, he taped 36 hours of interviews with Mr. Gilmore, some of it by telephone as late as seven hours before the execution. He had relatives bring Mr. Gilmore sheets with typed questions, on which the convict scribbled his answers.

First, he collected \$70,000 from ABC Entertainment as an advance against rights to a television movie about Mr. Gilmore. ABC later bowed out because it wanted Mr. Schiller to make the movie immediately, but he was entitled to keep the \$70,000 while negotiating a new movie offer.

Then, he arranged for Playboy magazine to buy rights to the first interview

with Mr. Gilmore to be published following his execution, for an amount neither party would disclose.

Several weeks ago, Barry Farrell, a former Life columnist, wrote a scathing article entitled, "Merchandising Gary Gilmore's Dance of Death," in New West. He called Mr. Schiller a "carrion bird." Mr. Farrell has now signed on as Mr. Schiller's collaborator on the Playboy interview, which Mr. Schiller regards as a "trial balloon" to test the salability of more extensive projects such as a book.

The plump, bearded Brooklyn-born Mr. Schiller has observed, "I always play by the rules. I just make the rules work for me."

It started when he was 14, he said, and used the prize money from a photography contest to go around the world for a summer shooting news, including marches protesting Julius and Ethel Rosenberg's execution in New York.

Mr. Schiller went on to become a leading freelance photographer for Life, where he and Mr. Farrell first collaborated on an early story about LSD, and for The Saturday Evening Post. He was in Dallas when the Oswald shooting took place, bought the negatives to that now-famous photo for \$10,000 and put the charge on his Post expense account. Years later he got a bedside interview as Mr. Ruby lay dying.

#### Interviews on Lenny Bruce

When Lenny Bruce died, Mr. Schiller ingratiated himself with Mr. Bruce's relatives, signed them to contracts, did taped interviews and eventually sold those rights as part of a book written by Albert Goldman. The two had a falling out and now describe each other in brutally unflattering terms.

Later on, Mr. Schiller was allowed to interview Miss Atkins in prison when she confessed to the Manson murders of Sharon Tate and others. The subsequent story, written for Mr. Schiller by Jerry Cohen, a Los Angeles Times reporter, made headlines because it was accused of prejudicing the Manson trial. According to one report, Mr. Schiller grossed \$175,000 for that story.

He sold the photos of Miss Monroe to Playboy for \$25,000. Then, he conceived a book with photos of her by many photographers and a text by a famous writer. Norman Mailer was chosen because Mr. Schiller's first choice, Romain Gary, was unavailable.

Mr. Schiller was also instrumental in getting W. Eugene Smith, the renowned



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**Lawrence Schiller at Utah State Prison on Sunday, the eve of Gary Mark Gilmore's execution.**

photographer, flown to the United States from Japan for treatment after being beaten for his investigation of a mercury poison scandal. Mr. Schiller said he had arranged the publication of Mr. Smith's book, "Minamata," for no fee and had actually lost \$7,000 on it. Mr. Schiller also has produced documentaries and films.

Mr. Schiller feels he's been portrayed harshly by people who are jealous of his enterprise. He spoke with deep cynicism about the publishing and journalism businesses, which he said competed madly for—and poured money like water into—sensational stories, only to criticize him for winning at the same game.

However, acquaintances used words like competent, enterprising, diligent and success to describe him. "He's always delivered," said Bill Clark of Camera 35 magazine. "Both Gene and I have a very high opinion of Larry," said Aileen Smith, wife of the "Minimata" photographer, adding, "At his best he has the ability to do very good journalism."