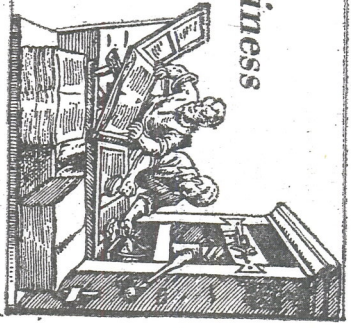


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Book Business



BY JOYCE ILLIG

FORMER SENATOR Eugene McCarthy has entered the Washington book market as an investor and director of EPM Publications, Inc., a new publishing house formed by Evelyn Petersen Metzger, Doubleday's former Washington editor for 14 years.

McCarthy, who left his job as a senior editor at Simon & Schuster at the end of last year, was elected to the board of directors of EPM and is one of the 10 stockholders of the company. "We hope Senator McCarthy will write for us one day," said Mrs. Metzger, the firm's president and publisher and a long-time friend of McCarthy's from Minnesota, as well as the editor of his two books for Doubleday.

Mrs. Metzger, the first resident Washington editor for a major trade publisher, resigned from Doubleday in September. "I wish Doubleday had given me more autonomy," she said. She had been responsible, she said, for getting many Washington people to write books for Doubleday and prides herself on discovering authors before they were well-known. Among the

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names on her list is Marjorie-Holmes, columnist for the Washington Star and author of inspirational books (*I've Got to Talk to Somebody, God*) that have sold close to a million copies in hardcover and over a million in paperback. Holmes is publishing a book with EPM for Mother's Day called *As Tall as My Heart*.

Mrs. Metzger doesn't hesitate to say that she hopes to publish some of the authors she's edited, which included Haynes Johnson, Pulitzer Prize-winner and assistant managing editor of *The Washington Post*; Charles Seib, managing editor of the Washington Star-News; Clark Mollenhoff, Pulitzer Prize-winner and Washington bureau chief of the *Des Moines Register* and *Tribune*; Allen Drury, Fred Maroon, Les Whitten, Senator Hubert Humphrey, Senator George McGovern, former Senator Margaret Chase Smith, travel writers Delia and Ferdinand Kuhn, and, of course, Eugene McCarthy.

"We're after the sure-fire moneymakers now," said Mrs. Metzger, "so we can build our capital to the point where we are able to offer large advances to authors." They'll concentrate on books from the Virginia, Washington and Carolina areas (she and her husband, Dr. Arthur Metzger—also one of EPM's stockholders—have a second home at the Outer Banks). All the books, however, will receive national distribution. Their first book, *Indian Jewelry*, by Frankie Welch, was published in November.

Senator McCarthy says he and Mrs. Metzger have been friends since their days in Minnesota when her father, Hjalmar Petersen, was governor. Mrs. Metzger says: "Senator McCarthy and I are both independent, provincial types in Washington."

ALL THE PRESIDENT'S MEN, by Bob Woodward and Carl Bernstein, will be published on June 17, the second anniversary of the Watergate break-in, by Simon

& Schuster. (The two Washington Post reporters who broke the Watergate story have completed their manuscript and it's now in the final editing stages).

Richard Snyder, executive vice-president at S&S, says the book, which will run about 350 pages and be priced at \$8.95, will have a first printing of over 50,000 copies. Snyder is so high on this one that he's holding off the paperback auction until after publication—anticipating an early show of top spots on national best seller lists to enhance his positioning for big money in the reprint sale.

Playboy bought domestic first-serial rights for \$20,000 and will run the book in two parts in the May and June issues of the magazine. Clay Felker's *New York Magazine* lost out in the first serial bidding, but he's still dickering with S & S over second serial rights.

Foreign rights to the book have been sold—for a total of \$95,000—to nine countries, which intend simultaneous publication with Simon & Schuster this summer. Germany tops the list with Droemer Verlag, who paid \$37,000 and sold first serial rights to the magazine *Stern*. Martin Secker & Warburg's purchasing price for England was \$24,000—the Sunday Telegraph has first serial rights. In France, Laffont paid \$10,000, and although there's still no volume sale in Japan, the Japanese magazine *Bungei Shunju*, bought first serial rights for \$8,000. The other countries are Italy, Norway, Sweden, Portugal and Israel, where the book will be serialized in the newspaper *Maariv*. Czechoslovakia has also shown interest.

Marcia Nasatir at the Ziegler-Ross Literary Agency in California, is about to begin negotiations for the movie rights. Unlike most nonfiction, she says, the way this book is written lends itself to a screen version: two young reporters who break a big story, one a Yale and the other a nice Jewish boy who dropped out of school.