

Life Fails in Bid to Be Alliluyeva Agent Abroad

By HENRY RAYMONT

Life magazine's attempt to buy foreign publishing rights of the memoirs of Svetlana Alliluyeva, Stalin's daughter, has been unsuccessful.

The magazine's officials ended the negotiations yesterday after Mrs. Alliluyeva's lawyer, Edward S. Greenbaum, and his associate, Alan U. Schwartz, rejected two separate bids by the magazine to act as her agent in all foreign press serializations and in the sale of the book for overseas publication.

Mrs. Alliluyeva's lawyers are thinking of breaking down the contracts for foreign serialization country by country while letting a single literary agent—not yet selected—handle the overseas book rights.

Mr. Greenbaum said last night that several offers from European newspaper, magazine and book publishers were being considered.

Edward K. Thompson, editor of Life, confirmed that the magazine's bids had failed. He said, however, that this did not affect a previous agreement by Life and The New York Times to publish excerpts from the memoirs just before the book is published here by Harper & Row next Oct. 16.

The amount involved in Life's bids was not disclosed.

A West German publisher, ac-

Russian's Lawyers Weighing Deals Proposed by European Publishers

According to a source close to the negotiations, had offered \$750,000 for the exclusive foreign rights. This is believed to be the largest price ever offered in Europe for a book and first serial rights—the right to sell a book or parts of it to other publications.

Bids Going Up

Bids from leading foreign newspapers, magazines and book publishers in Europe are understood to have been rising at a record rate, the source said.

The talks with Life were ended yesterday afternoon with a telephone call from Mr. Schwartz to Mr. Thompson turning down its bid—after almost three weeks of intensive bargaining against a background of multiplying European offers. The lawyer would give no details of the conversation.

Other participants in the negotiations said Life initially proposed to act as Mrs. Alliluyeva's foreign publishing agent on a commission basis. This was found unacceptable by her representatives.

It was said that at Mr. Greenbaum's request the magazine

then submitted the two separate bids, confident it would obtain at least the foreign serialization rights.

The bids have apparently been escalating. Last week the highest was reported to have come from a French publisher, who offered \$100,000 for the exclusive right to serialize the Alliluyeva book in France.

Subsequently, a joint bid totaling \$700,000 was said to have come from Paris Match of France, Stern of West Germany and Epoca of Italy, all magazines.

The West German publishing concern that is understood to have offered \$750,000 for European rights was identified as Ferenczi.

Mrs. Alliluyeva turned down with "regret" yesterday numerous requests for interviews and public appearances she had received from the press and television.

She is working on her 80,000-word manuscript with her English translator, Mrs. Priscilla Johnson MacMillan, at the home of Mrs. MacMillan's father in Locust Valley, L. I.

A statement issued by Hill & Knowlton, a public relations firm hired by her lawyers, said in part that Mrs. Alliluyeva "appreciates the many cordial invitations which she is receiving" but "regrets that at this time she finds herself unable to accept them."