

ALLILUYEVA BOOK ACQUIRED BY CLUB

Book-of-the-Month Paying
Record \$325,000 for It

By HENRY RAYMONT

The Book-of-the-Month Club has acquired for \$325,000 the right to include Svetlana Alliluyeva's memoirs among its book selections. It is the largest sum ever paid in such a purchase by a book club.

Negotiations for the multi-million book club market were concluded last week with Harper & Row, which will publish the book by Stalin's daughter on Oct. 16.

Axel Rosin, president of the Book-of-the-Month Club, said he was advised yesterday that he had outbid another major book club, the Literary Guild, a division of Doubleday & Co.

At first Mr. Rosin said he and Harper & Row had agreed not to divulge any figures. But when he was told other sources had disclosed that the winning bid had amounted to \$325,000, he confirmed the price.

The previous highest price offered by a book club, Mr. Rosin said, was \$250,000, which the Book-of-the-Month Club paid for William Manchester's "Death of a President." That book was the club's May selection.

Manuscript Not Seen

The book clubs were bidding record prices for Mrs. Alliluyeva's memoirs without having seen the manuscript. For this reason, Mr. Rosin explained in an interview, the book will be submitted to the club's panel of judges, who must decide if it is to become a monthly selection.

"Since the English translation is not yet available," he said, "the decision as to whether the book will become a regular Book-of-the-Month Club selection or if the club will use it in some other way has been deferred until the members of the club's board of judges have had a chance to read and assess it."

In a related development, Collins, Knowlton & Wing, Inc., the literary agency that is handling the foreign book and serialization rights of Mrs. Alliluyeva's book, announced yesterday that agreements had been concluded with publishers in Europe.

Overseas Right Assigned

In Great Britain the book rights for the British Commonwealth were obtained by Hutchinson & Co., Ltd. First serial rights for the United Kingdom and South Ireland went to The Observer.

French book rights went to Editions de Seuil and Paris Match and the first serial rights to Paris Match, the weekly magazine.

Fritz Molden, a young publisher from Vienna, obtained the book rights for Austria, Ger-

Rockefeller Envisions 2-

By STEVEN V. ROBERTS

Governor Rockefeller envisions a series of "superblocks" with platforms containing housing, schools and recreational areas rising 18 to 20 feet above what are now the city's slum areas.

Parking and light industry, such as electronics, would be placed beneath the platforms, providing employment outside the center of Manhattan for neighborhood residents.

The Governor sketched this concept of the future Sunday night on a broadcast over radio station WLIB. He appeared on the first of a series of programs that the station, which is situated at 310 Lenox Avenue, at 125th Street, will devote to the state government. The station has a predominantly Negro audience.

These superblocks, the Governor said, could "convert the atmosphere and the whole character of an area that has gone

downhill, and not only change the physical aspect, but the outlook and the sense of confidence and enthusiasm of the people who live in it."

Neither Jason R. Nathan, the city's Administrator of Housing and Development, nor Richard K. Bernstein, the executive director of the City Planning Commission, said they knew anything about the Governor's proposal.

City officials have in the past expressed annoyance at Mr. Rockefeller for making suggestions about the city without consulting them. They were particularly nettled last spring when the Governor announced—with minimal consultation—a proposal for a vast housing and industrial development on filled-in land in the Hudson River south of Chambers Street.

City officials are still trying to reconcile the Governor's plan, called Battery Park City, with a plan for the entire lower Manhattan area advanced by

many and Switzerland. Der Spiegel, weekly news magazine, obtained the first serial rights before the book is published, and a Swiss daily, Neue Zürcher Zeitung, was authorized to serialize it after the publication date.

Italian book rights were obtained by Mondadori, the publisher, and first serial rights by his magazine, Epoca.

Book and first serial rights in Scandinavia were awarded to Lademan & Hjemmet in Denmark, Weilen & Goos and the newspaper Helsingin Sanomat in Finland, Norsk Aschehoug and Hjemmet in Norway and Albert Bonnier and Ahlen & Akerlund in Sweden.

Mr. Rosin explained yesterday that the price paid by the Book-of-the-Month Club, in effect, amounted to a guaranteed advance to the author against royalties.

Confident of Success

"On the Manchester book," he said, "we more than made up for the advance by selling 400,000 copies during the first month. I am confident we will do as well with the Alliluyeva book."

The Book-of-the-Month Club is selling "Death of a President" for \$6.95, compared with Harper & Row's list price of \$10.

Mr. Rosin said that he had not yet decided on a price for the Alliluyeva book but, that he expected it would be "quite close" to the \$5.95 listed by Harper & Row.

The book club offers authors a royalty of 10 per cent of its price. If the new book sells for \$5, the advance paid by the book club would be equivalent to the royalties Mrs. Alliluyeva would receive for 650,000 copies.

Mr. Rosin said that the club needed to sell 350,000 copies of Mr. Manchester's book to "earn off," or win back, the advance on royalties but that the book "broke even" in a commercial

sense before that. He declined to specify at which point it became commercially profitable.

The jury that must approve Mrs. Alliluyeva's book for a

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Level Superblocks Here

consultants to the City Planning Commission.

A press representative of the State Division of Housing and Community Renewal said the Governor was only putting forth a general concept. Since Mr. Rockefeller had not proposed a specific site for a platform he felt no need to inform the city, the representative said.

The representative noted that the Governor's proposal was in line with his suggestions in 1961 to use air rights over railroad cuts, highways, and tunnel entrances for new housing. Several projects, including Concourse Village in the Bronx, have since used air rights.

The Governor also proposed that Battery Park City be built on a platform, with the upper level holding residential and recreational facilities and the lower level light industry.

The city has recently completed plans for the Two Bridges urban renewal project

on the Lower East Side. That project includes a platform covering six square blocks, with the platform also shielding new housing from industrial facilities on a lower level.

Governor Rockefeller envisioned a platform running five to 15 blocks. He said that his proposal was "much further [along] than dreams because we've got the money to do this."

The state press representative said the Governor was alluding to money the state can spend to cover one-half of a local government's share in an urban-renewal project. Recent Federal legislation permits urban-renewal funds to be used to build a platform of this type.

The state also has authority to borrow \$2-billion to finance the construction of middle-income housing. Moreover, it can supplement the rent of poor families in both rental and cooperative developments built under the middle-income housing program.

Book-of-the-Month monthly selection is made up of Clifton Fadiman, John Mason Brown and John Hutchins, literary critics, and Gilbert Highet, pro-

fessor of romance languages at Columbia University.

Mr. Rosin said he expected he would receive an English manuscript of the book in July.