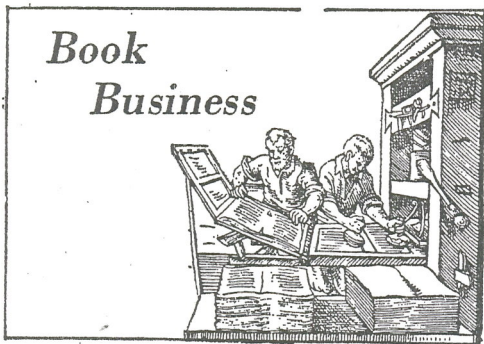


Book Business



By JOYCE ILLIG

MARVIN AND BERNARD KALB's biography of Henry Kissinger is receiving some timely attention before its late August publication by Little, Brown. The New York Times Sunday Magazine featured it as a cover story, and Time carried a prepublication news summary and review of the book. *Kissinger*, which runs 624 pages and has 41 photographs, is priced at \$12.50. It will be the August selection of the Book-of-the-Month Club. BOMC has printed 175,000 copies and expects to sell at least 250,000 during the month it's a main selection.

Little, Brown made the first foreign rights sale with Yedioh Ahronoth in Israel. Then Laffont bought it for France, and negotiations are under way with publishers in England, Germany, the Netherlands and Japan. Galley proofs have also been submitted to reprinters, evidently for a prepublication paperback sale.

The Kalbs, who began the book in the summer of 1971, concluded their writing in April before Kissinger negotiated the military disengagement agreement between Israel and Syria, and well before Kissinger's explosive Salzburg press conference over renewed inferences of his involvement with wiretapping.

But, Marvin Kalb said in a telephone interview that there will be revelations in the book on at least two counts. "It relates to Kissinger's own judgment of wiretapping as it might regard himself, and it relates to the intellectual-political climate in the White House, and particularly his relations with Haldeman and Ehrlichman that would have led him to have any role in wiretapping at all."

When the Kalbs started the book, Marvin Kalb didn't know he was one of the 17 to be wiretapped. It first came to his attention in May of 1973. "It did not affect my reporting of Kissinger for CBS and I didn't think it affected my reporting for the book," he said.

Kalb credits his style of journalism as the reason for this: "I am perfectly aware that there is a new kind of journalism in the land, which is journalism based upon advocacy. It's based upon what is morally correct and morally incorrect. And journalists then assign themselves certain roles within this philosophical and moral rainbow. My own feeling has always been

JOYCE ILLIG reports frequently on the publishing scene for Book World.

that I am not part of that kind of journalism. Maybe I am old-fashioned but I have always had a feeling that a journalist doesn't participate in the story."

Kalb claims they tried hard to keep the book a fair account of Kissinger. Many people think that Kissinger is heading for a fall, but for every person who thinks that, they say, there are a lot more who don't. "The fact of the matter is that Kissinger is very much in mid-career," Kalb said. "The administration he serves is very much in mid-crisis. It is terribly difficult, if you are dealing with evidence objectively, to come in with huge judgments about the ultimate judgment of history. I don't know what that's going to be." NEW AMERICAN LIBRARY has purchased world rights to the 12-part Kissinger series that recently ran in the New York Post and hopes to have it fleshed out into a book by the fall. It will be an NAL special called *Henry Kissinger: The Private and Public Story*, by Ralph Blumenfeld and the editors of the New York Post. The Post series was distilled from over 400 worldwide interviews. Blumenfeld will add more material for the book and will also include the photographs used in the series.

Elaine Geiger, vice-president and editor-in-chief at NAL, said the interesting thing about this book is that, "It really contains all the dish that the Kalbs left out of their book." NAL reportedly paid \$60,000 for the series, and according to Geiger a U.S. hardcover sale is imminent. ROBERT PIRSIG, the author of *Zen and the Art of Motorcycle Maintenance*, is on the road on his motorcycle and doesn't know that Bantam has bought paperback rights to the book for \$370,000. That's a lot of bike money for an author who had been turned down by 121 publishers, before Morrow published it because senior editor Jim Landis believed in it and Larry Hughes, Morrow's president, said OK.

Six years ago Pirsig sent letters to 122 publishing people. Five publishers expressed interest for four and a half years until he completed a 200,000 word manuscript. They read it. Landis was the only one who wanted it. The manuscript was cut to 143,000 words and Morrow brought it out in April. The 412-page book is priced at \$7.95, and there are 47,500 copies in print.

The first time that *Zen and the Art of Motorcycle Maintenance* went out to reprinters, no one offered a penny. No one seemed to think that there was mass-market interest in reading about a man who takes a motorcycle trip across the country with his son to tell a story of the search into his own values. Then the cross-country rave reviews appeared.

It's a September alternate at Book-of-the-Month Club and an August alternate at Psychology Today. Morrow has also sold the British, Japanese and French rights, and 20th Century-Fox has taken an option on the film rights.

Landis said he stuck with Pirsig because, "The book inspired belief." Pirsig is writing a second book, which will be more on his personal philosophy. □

Error Killed Milk Probe, Report Says

By George Lardner Jr.
Washington Post Staff Writer

An initial Justice Department investigation of political spending by the nation's biggest dairy cooperative was "mistakenly" pigeonholed until the statute of limitations had run out, according to the Senate Watergate committee.

The committee said in a staff report that bureaucratic incompetence was to blame for the government's failure in 1972 to pursue the criminal investigation and a broader tax probe of the co-op, Associated Milk Producers, Inc.

The Senate investigators said they had looked into allegations that former Treasury Secretary John B. Connally had intervened improperly on AMPI's behalf, but found nothing to support such charges.

Connally told the committee in an affidavit that he did discuss AMPI's tax problems at a March 16, 1972, meeting with co-op spokesmen including Texas lawyer Jake Jacobsen, an old friend of Connally.

The Watergate committee staff said in a draft report, however, that the investigation "uncovered no evidence of improper action taken after the March 16th meeting in Connally's office either with respect to the IRS audit or the case in the Justice Department."

IRS handling of the case was highly unusual, the report said. At one point, the Senate staff said, the IRS district director with jurisdiction over AMPI audits, Robert Phinney of Austin, objected to asking for a Justice Department investigation on the grounds that "it will be written up in Jack Anderson."

IRS higher-ups overruled Phinney, and the Justice Department undertook the inquiry anyway, focusing on corporate spending by AMPI in 1968 for a lavish book honor-

See MILK, A9, Col. 1

Sen. Weicker scathes administration on Watergate case conduct. Page A6.

MILK, From A1

ing President Johnson entitled, "No Retreat from Tomorrow."

But after some initial leg work by the FBI, the report said, "the Justice Department file was mistakenly returned to the inactive files of the department and not discovered until 1974 after the statute of limitations to the transaction had expired."

Federal law prohibits the use of corporate funds for political campaigns, but the statute of limitations requires that prosecution be undertaken within five years of the violation.

According to the Senate report, Assistant Attorney General Henry E. Petersen said there was some doubt in his Criminal Division about whether the co-op's expenditures for the LBJ book were actually related to the 1968 campaign, but "Petersen flatly denied any improper conduct by his division in connection with the investigation."

The tax audit that uncovered the expenditures for the LBJ book also led to recommendations for a board IRS investigation of AMPI's tax returns for subsequent years.

The Senate report said the wider inquiry foundered, again in 1972, because responsibility for it was transferred to IRS agents who saw no "income tax potential" in continuing the investigation.

According to the Senate report, a new IRS investigation has now been undertaken in response to an independent report on AMPI's political dealings that documented a long series of illegal corporate contributions by the co-op for President Nixon, Sen. Hubert H. Humphrey (D-Minn.) and Rep. Wilbur D. Mills (D-Ark.), among others.

"No Retreat from Tomorrow," which was printed before President Johnson decided not to run for re-election, had apparently been intended as a momento for 1968 campaign contributors.

AMPI's predecessor, Milk Producers, Inc., paid more than \$90,000 in corporate funds for printing and distribution, but the co-op's checks apparently wound up in 1968 Democratic campaign coffers since the printer had already been reimbursed for his work by the "Salute to the President Committee."

A routine audit of the co-op's books in 1971 by IRS agent Doyle Bond of San Antonio turned up the questionable payments which had been written off as "advertising"

and "office supplies" expenses.

AMPI subsequently hired Marvin Collie, a partner in Connally's former law firm, whom Jacobsen had recommended as "the best tax lawyer in Texas." The Senate report said Jacobsen checked first with Connally, who said he had no objection to Collie's representing the co-op.

Meanwhile, the report said, IRS Commissioner Johnnie Walters handed IRS Southwest Regional Commissioner Albert Brisbin a three-paragraph memo apparently prepared by AMPI and asked Brisbin for a report. In turn, Brisbin, the report said, told Phinney that Commissioner Walters wanted to "do what's right but let's close it as soon as we can!"

Brisbin told Senate investigators that he overruled Phinney's objections to a Justice Department investigation of the the LBJ-book expenditures on Feb. 22, 1972.

According to the report, "Brisbin says he understood Phinney to be concerned about possible embarrassment to the former President and those close to him, including Connally. Phinney had known President Johnson and Connally for over 25 years, and had joined with Connally and several others in 1946 in investing in a local radio station in Texas."

In early March of 1972, the report said, AMPI tax lawyer Collie told Phinney that he had advised the co-op to give up its claims of tax deductions for the LBJ book. Collie said he hoped that would end the case.

On March 15, 1972, the Senate Watergate staff reported, the IRS agent in charge of the audit, Bond, recommended an examination of AMPI's returns for 1969 and 1970 as well. But later in the year, the report said, Bond's responsibility for the co-op was assigned to an agent in another IRS section who saw no value to continuing the inquiry.

As a result, the IRS failed to discover illegal corporate donations by the co-op that included \$100,000 in cash for President Nixon in 1969 and more than \$20,000 for Humphrey's comeback to the Senate in 1970. The IRS also closed the books on its 1968 audit without discovering AMPI's expenditure of more than \$90,000 in corporate funds on the Humphrey-Muskie campaign that year.