

L W D O W N

BY
**LLOYD
GROVE**

E-MAIL: LGROVE@EDIT.NYDAILYNEWS.COM

Bremer bucks for a deal

This week Ambassador **L. Paul Bremer 3rd** — our former man in Baghdad — presided over the handover of sovereignty to the latest government in Iraq.

But in coming weeks, this career public servant is looking at a different kind of handover — namely, of large amounts of cash into his personal bank account.

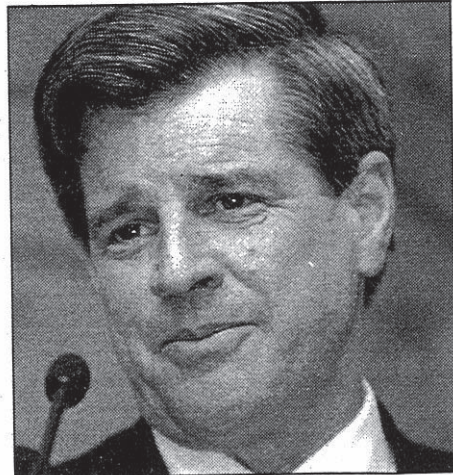
The 62-year-old Bremer, who spent most of his professional life in the State Department and braved the past year in a well-defended bunker as the United States' vice-roy in Iraq, has enlisted International Creative Management founder **Marvin Josephson** to sell a book about his experiences.

Bremer is also in the market for a high-powered lecture agent to broker well-paid speaking appearances.

But at least one prominent publisher probably won't be in the hunt: Public Affairs Books honcho **Peter Osnos**.

"There's a phenomenon in America where people who have spent a lifetime in public service, and then at the first sign that they can do a book they try to cash in," Osnos told me yesterday, noting he has never paid higher than a \$75,000 advance.

"The reflex is that a moment of service



SOMETHING TO SAY (AND SELL): L. Paul Bremer 3rd (l); publisher Peter Osnos

500 company makes. But what happened to public service for its own sake? In our system, public service is a privilege."

Bremer's literary agent, Josephson, chuckled at Osnos' observation.

"This is America," Josephson told me yesterday. "Either you believe in the marketplace or you don't. ... I don't think Ambassador Bremer will be selling his

we have gotten a very positive response. He has an extraordinary story to tell."

Josephson added that Bremer can expect to earn lecture fees on the scale of such ICM clients such as **Henry Kissinger**, **Tommy Franks** and **Colin Powell**.

"He has not picked anyone to represent him for lectures, but he'll be meeting with a number of top people in that field,"

THE BRIEFING

HISTORY LESSON: The epic movie "King Arthur" isn't just escapist eye candy about gallantry and courage in a mythical time gone by. Megaproducer **Jerry Bruckheimer** told me at Monday night's premiere party that the fact-based screenplay — about a brotherhood of knights who bravely stood their ground in Britain while their Roman clients fled from the Saxon hordes — "was really about Vietnam when it was first turned in. There have been Special Forces all throughout history." Then came the trouble in Iraq. "History keeps repeating itself."

'MONSTER' MASH: Maybe **Charlize Theron** was a tad too convincing in her Oscar-winning portrayal of homicidal hooker Aileen Wuornos. In the latest issue of Elle magazine, tennis heartthrob **Andy Roddick** is asked "a sport-themed hypothetical": "It's midnight before your first match at the Open, and there's a knock on your hotel room door. It's Charlize Theron with a bottle of Champagne. Do you let her in?" Roddick's disappointing reply: "I'd probably ask for a rain check."

JESSICA SIMPSON, PATRON AIR-HEAD? The ditsy star of "Newlyweds" has apparently saved an entire Argentine village by constantly wearing various locally made crocheted, hand-dyed knit wraps on her hit MTV show. Us Weekly reports that the humble people of Florencia Varela, a dirt-poor town just outside Buenos Aires, are working overtime to meet regular demand for them.