

A Tribute of Contrasts At a Service for Forbes

By ERIC PACE

More than 1,000 mourners mingled in sorrow and exuberance at a memorial service for Malcolm Forbes in St. Bartholomew's Church yesterday, and they included everybody from a former President and a movie star to kilted Scots, motorcyclists in leather and Gallic players of the hunting horn who used to play at Mr. Forbes's Normandy chateau.

A gaggle of newspaper columnists came, as did a phalanx of figures from the publishing industry, including employees of Mr. Forbes's business magazine, which is also named Forbes. Once the church had become jammed, the police turned away hundreds of other people, including a flustered, plainspun woman, who protested that she was a distant relative of Mr. Forbes.

Some worldly mourners said privately that they had never seen such a splendid mix of people — not even at another somewhat heterogeneous gathering, Truman Capote's fabled Black and White Ball at the Plaza Hotel two decades ago.

The socialite Drue Heinz, entering St. Bartholomew's for the Episcopal memorial service, surveyed the crowd and said, "I hope everybody will be as happy as he made us all in Morocco." That was a reference to Mr. Forbes's flying of almost 1,000 guests last year to Morocco for his 70th birthday party, at a cost of \$2 million. The event drew some complaints about extravagance.

A Scene of Contrasts

Mrs. Heinz added crisply, "I hope that none of the complainers are present today."

And indeed, only praise and love were expressed for Mr. Forbes, the flamboyant multimillionaire publisher whose myriad avocations included ballooning and motorcycling.

He died on Saturday at the age of 70 at his home in Far Hills, N.J., having passed his days in some splendor there and on his other properties, including his South Pacific island, Lauthala. But he enjoyed mixing with all manner of folk.

And so the scene outside the church, at Park Avenue and 51st Street, was full of contrasts as mourners gathered. The honking of backed-up taxicabs mingled with the wail of piping by a kilted bagpiper standing near one of Mr. Forbes's 72 motorcycles at the Park Avenue curb — a red-and-beige Harley Davidson, flying a miniature American flag at half staff and a flag of the Scottish Forbes clan.

Former President Richard M. Nixon and former Mayor Edward I. Koch

were somber as they entered the church, and Elizabeth Taylor — a frequent companion of Mr. Forbes — managed to be inconspicuous.

She was followed by Marshall Loeb, the managing editor of another business magazine, *Fortune*, who said, "Malcolm Forbes was one of the greatest, most successful marketing and sales people of our era." There were other journalists among the mourners: the society columnists Suzy — whose real name is Aileen Mehle — of the *New York Post* and Liz Smith of the *Daily News*, the syndicated personal-advice columnists Ann Landers and Abigail Van Buren, and the *New York Times* columnist A. M. Rosenthal.

Meanwhile motorcyclists repeatedly zipped by along Park Avenue, their en-

Motorcyclists' engines give a thunderous salute.

gines giving Mr. Forbes a thunderous farewell salute. Some took their places in St. Bartholomew's burnished pews before the police began calling out to tardy arrivals, "There's no more seats; it's full to capacity."

And yet afterward, Diane von Furstenberg and other selected mourners were still admitted through the portals, at a signal to the police from Sirio Macconi, the owner of the restaurant *Le Cirque*, who was functioning as a sort of funerary *maitre d'hôtel*.

Inside, Mr. Forbes's five children and their mother, Mr. Forbes's ex-wife, the former Roberta Remsen Laidlaw, and other Forbes family members took their places in pews near the altar. The Forbes children — the daughter, Moira Mumma, and the sons, Malcolm Jr., Robert, Christopher and Timothy — were among the speakers.

Leaving the church, along with the likes of Robert M. Morgenthau, the Manhattan District Attorney; Katharine Graham, the chairman of the *Washington Post Company*, and Caspar Weinberger, a Forbes executive who was formerly Secretary of Defense, was Walter Worontsoff of Northport, L.I., a member of the Long Island Harley Owners Group, a motorcyclists club — in biking garb.

He recalled Mr. Forbes as "a wonderful person — nice to ride with."



Members of the Hell's Angels gathering outside St. Bartholomew's Church for a memorial service for Malcolm Forbes, the publishing magnate, millionaire and avid motorcyclist, who died on Saturday.

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