

# DAILY NEWS



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THE INSIDE STORIES  
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By LINDA STASI

with A.J. BENZA and MICHAEL LEWITTES

### SOUND BITES

#### Hey, Rizzuto: What Price Fame?

**THE BIG PITCH:** We hear Phil Rizzuto's marketing rep, Brandon Steiner, has been fielding more calls about the new Hall of Famer than Rizzuto fielded grounders in '42. We're told the ex-Money Store man is going to the bank with a promotional deal with Chemical, a radio campaign for P.C. Richards and by hawking a "Holy Cow" T-shirt and a life-story video. But don't expect him to be pitching stuff on David Letterman. A source said Rizzuto's still upset about a joke Letterman made about Italian-Americans a year ago.... **BUS TOUR:** The next stop for President Clinton's national bus caravan tour to promote health care reform — of course, after McDonald's — is Liberty State Park in Jersey City. We hear that tomorrow the commander-in-chief will be busing it to rally with the National Health and Human Services Employees Union prez Dennis Rivera and thousands of health care workers from N.Y. and N.J. But then again, maybe he's just angling for Charles Kuralt's old job.