

N.B.C. SUED ON ADS FOR KENNEDY FILM

Makers of 'Executive Action'
Ask Cancellation Damages

By LOUIS CALTA

The distributor of "Executive Action," the movie by Dalton Trumbo about a "conspiracy" to assassinate President Kennedy, filed a \$1.5-million breach-of-agreement suit yesterday morning in New York State Supreme Court against the National Broadcasting Company for canceling a television commercial promoting the film.

Arthur Watson, executive vice president of N.B.C. and general manager of WNBC-TV, said that the spot-advertisement was turned down "on the basis of not meeting N.B.C.'s standards." "The violence portrayed in the commercial was excessive and was done in such detail as to be instructional or to invite imitation," he said.

N.B.C. took exception to the portrayal of President Kennedy's riding in a motorcade with a telescopic gun-sight superimposed on his face. The network also objected to a scene in which a marksman is shown firing practice shots at a target in the desert. The film opened

here yesterday at the Coronet Theater.

Protest Explained

Charles Boasberg, president of National General Pictures Corporation, through which the film is being released, said that if television stations were allowed to approve or disapprove of television commercials "no one will be able to make a motion picture without first clearing its subject matter with television executives."

Edward Lewis, producer of the film, which co-stars Burt Lancaster, the late Robert Ryan and Will Geer, called N.B.C.'s action television censorship.

Ira Teller, director of advertising and publicity for National General Pictures, explained that after N.B.C. had turned down the commercial "We went to the American Broadcasting Company and the Columbia Broadcasting System seek available time, but we were told that none was available."

The distributing company, however, was successful in obtaining television time on WPIX-TV (Channel 11) with a version that Leo Pope, WPIX executive vice president, said had been edited to remove unacceptable portions. The spots are being broadcast over Channel 11 all this week.

A review of the film appears on Page 60.