

WORLD JOURNAL IS SUED BY LOOK

**\$700,000 Action Cites Use
of Manchester Material**

By **DOUGLAS ROBINSON**

Look magazine sued The World Journal Tribune yesterday for more than \$700,000 for having allegedly used "unfairly excessive portions" of material printed in the magazine's second installment of "The Death of a President."

The suit, which was filed in Federal District Court here, also contended that the newspaper had violated an embargo on use of the material before the magazine appeared on the newsstand.

It was the third suit filed against a publication since the serialization of William Manchester's controversial book began in the magazine last Jan. 10.

Look's complaint against The World Journal Tribune asserted that the newspaper went beyond the press-release limits of 300 words of direct quotation in the editions of Jan. 23. The suit said use of the material amounted to "willful infringement" of the copyright.

\$1 a Copy Sought

The suit, which was joined in by Mr. Manchester, sought \$1 for each "infringing" copy of The World Journal Tribune and estimated that this would amount to more than \$700,000.

The magazine, which is owned by Cowles Communications, Inc. also asked for an injunction against further sales of the editions containing the material from the serialization. The suit also asks for an accounting of profits made through use of the material.

On the alleged violation of the embargo, the magazine said that each copy of the installment sent to magazines a few days before the appearance of the material in Look was stamped with the following warning:

"Caution — Release date is 6 P.M., E.S.T., Monday, January 23, 1967. Direct quotes from this article must be limited to 300 words. Press use of this copyrighted material is limited to North America only."

Paper's Contention

The World Journal Tribune, the suit alleges, used the material in its 11 A.M. edition on Jan. 23. At the time, the newspaper contended that the em-

bargo had been broken because Newsweek magazine had published an account of the installment in its then current issue.

Yesterday, Herbert Kamm executive editor of the newspaper said that "we are not aware that The World Journal Tribune violated any embargo or any other limitation on the publication of the material in Look."

As in an earlier suit against The Chicago Daily News, the magazine contended that the breaking of the embargo had impaired the contracts Look had with publishers in 25 countries for a coordinated publication of the serialization.

Look also filed suit in a West German court last month against Stern Magazine for having printed uncensored material after Look had agreed to a series of deletions asked for by Mrs. John F. Kennedy.

Although the court upheld Stern, the German publication agreed last week to delete passages in the future as "a personal gesture" to Mrs. Kennedy.

Copies Damaged

Although Stern is now on sale in this country, some copies of the latest issue were withdrawn from newsstands here yesterday after having been accidentally spattered with a toxic chemical on a freighter.

The copies were apparently pulled back by the distributors, German Publications, of 73 Varick Street, after the City Health Department had received several telephone calls from a pier safety officer.

The chemical, dimethyl anilin a coal tar used in the manufacture of drugs and chemicals, had splashed on some copies of the magazine aboard the German freighter Bauenstein. A Health Department official said the chemical was toxic to the skin.

In another development, it was learned yesterday that Mr. Manchester is writing an introduction and epilogue to "Portrait of a President: John F. Kennedy in Profile," a book that appeared in 1963 before the assassination.

Little, Brown & Co., publishers of the book, are planning to put out a revised edition at an undetermined time following publication in April of "The Death of a President."

Mr. Manchester is reported to have told Little, Brown of his plans to write the introduction and epilogue last August, before the dispute with the Kennedy family began.

A spokesman for the publisher said he doubted reports that Mr. Manchester regarded the writing of the new material as an opportunity to express himself without restriction on events connected with the assassination.