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New York, Feb. 2 (AP)- The owners of LOOK Magazine and author William Manchester sued the New York World Journal Tribune today for more than \$700,000, claiming the newspaper published material from LOOK's serialization of the book "The Death of a President" seven hours before the release time.

Cowles Publications, Inc., and Manchester also contended in their federal court civil action that the newspaper used more than 300 words of direct quotes, the maximum set by the magazine.

The court was asked to enjoin the World Journal Tribune from further publication of any material from the serialization pending outcome of the suit.

Herb Kamm, executive editor of the World Journal Tribune, said "we are not aware that the World Journal Tribune violated any embargo or any other limitation on the publication of the material in LOOK.

The Cowles-Manchester suit is the latest in a long series of legal disputes over the book dealing with the events leading up to and immediately ~~aff~~ following the assassination of John F. Kennedy.

The serialization rights were sold to LOOK for \$665,000. Harper & Row is publishing the book by Manchester.

The suit by Manchester and Cowles claimed copies of the current issue of Look distributed to the news media in advance were stamped: "Caution -- release date is 6 p.m. E.S.T., Monday, Jan. 23d, 1967."

The suit contends the World Journal Tribune carried its version of the second in a series of four LOOK articles in newspapers which were on the streets at 11 a.m. that day.

The suit calls for damages of one dollar for each "infringing" copy of the World Journal Tribune of Jan. 23. The plaintiffs estimated this would amount to more than \$700,000, plus costs.

Last Jan. 18, Look and Manchester took similar action against the Chicago Daily News and the German Magazine Stern.

In the Chicago suit, Look and Manchester accused the paper of breaking the embargo on the first part of the Look serialization and asked for damages of upwards of \$200,000.

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