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NEW YORK, FEB. 6 (AP)-THE EDITOR OF THE WORLD JOURNAL TRIBUNE, WHICH IS BEING SUED FOR ALLEGEDLY PRE-PUBLISHING MATERIAL FROM LOOK MAGAZINE'S SERIALIZATION OF "THE DEATH OF A PRESIDENT" CONTENDED TODAY THAT THE MAGAZINE BROKE ITS OWN RELEASE DATE.

FRANK CONNIFF, THE EDITOR, SAID LOOK HAD ADMITTED THAT IT GAVE SPECIAL ADVANCE SERVICE TO TWO WEEKLY NEWS MAGAZINES, TIME AND NEWSWEEK, WHICH WERE OUT WITH THE STORY AT LEAST 3 1/2 HOURS BEFORE THE GENERAL RELEASE TIME.

CONNIFF SAID HE FELT THAT HIS NEWSPAPER'S READERS "HAD EVERY RIGHT TO KNOW" OF THE INFORMATION ALREADY IN CIRCULATION AND THE NEWSPAPER DECIDED THEN TO PRINT ITS ACCOUNT OF THE SECOND PART IN LOOK'S SERIALIZATION OF WILLIAM MANCHESTER'S BOOK.

CONNIFF SPOKE AT THE 1967 WINTER MEETING OF THE NEW YORK STATE SOCIETY OF NEWSPAPER EDITORS.

HE CALLED FOR "SOME RESOLUTION OF THE PROBLEM OF EMBARGOES," OF THE "VAGUE AND GRAY AREAS" INVOLVING RELEASE TIMES ASSIGNED TO STORIES-GIVEN TO THE MASS MEDIA FOR PUBLICATION.

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MANCHESTER AND COWLES PUBLICATIONS, INC., PUBLISHERS OF LOOK, SUED THE NEWSPAPER LAST THURSDAY FOR MORE THAN \$700,000. THEY CLAIMED THE NEWSPAPER PUBLISHED MATERIAL FROM THE COPYRIGHTED MAGAZINE ARTICLE SEVEN HOURS BEFORE THE RELEASE TIME AND USED MORE THAN THE 300-WORD MAXIMUM OF DIRECT QUOTES SET BY LOOK.

CONNIFF QUESTIONED THE RIGHT OF ORGANIZATIONS AND PERSONS TO "UNILATERALLY" RELEASE INFORMATION AT ONE TIME TO ONE MEDIUM AND ANOTHER TIME TO A SECOND MEDIUM.

A SPOKESMAN FOR LOOK SAID "UNFAIR COMPETITION" WAS INVOLVED IN THE LAWSUIT. HE COMMENTED:

"I FAIL TO SEE HOW THE COPYRIGHT LAWS WERE IN ANY WAY REPEALED BY INFORMATION PRINTED IN TIME AND NEWSWEEK. WE'RE TALKING COPYRIGHT INFRINGEMENT AND UNFAIR COMPETITION. . . THE STORY IN THE WORLD JOURNAL TRIBUNE WAS APPROXIMATELY ONE-FOURTH AS LONG AS THE STORY IN LOOK, CONTAINED MANY IMPORTANT ELEMENTS OF THE LOOK FEATURE AND QUOTED OR CLOSELY PARAPHRASED TO AN UNREASONABLE LENGTH."

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