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NEW YORK, JAN. 11 (AP)-ATTORNEY WILLIAM VANDEN HEUVEL SAID TONIGHT HE WILL REPRESENT MRS. JOHN F. KENNEDY IN TALKS WITH THE GERMAN MAGAZINE DER STERN OVER ITS SERIALIZATION OF "THE DEATH OF A PRESIDENT." HE PLANS TO FLY TO GERMANY TOMORROW.

VANDEN HEUVEL SAID HE IS UNDERTAKING THE MISSION AS A LAWYER AND FRIEND OF THE KENNEDYS "IN AN EFFORT TO GET DER STERN TO CONFORM TO THEIR CONTRACT WITH LOOK MAGAZINE."

LOOK IS RUNNING A 60,000-WORD SERIALIZATION OF WILLIAM MANCHESTER'S BOOK ABOUT THE KENNEDY ASSASSINATION, AFTER DELETING CERTAIN PORTIONS WHICH MRS. KENNEDY SAID SHE REGARDED AS TOO PERSONAL.

DER STERN, WHICH BOUGHT GERMAN SERIALIZATION RIGHTS FROM LOOK, HAS REFUSED TO MAKE SIMILAR DELETIONS.

VANDEN HEUVEL SAID HE EXPECTS TO BE IN CONTACT WITH LOOK MAGAZINE REPRESENTATIVES IN GERMANY IN THE EFFORT TO DISSUADE DER STERN FROM PUBLISHING THE UNCUT SERIALIZATION.

A LOOK SPOKESMAN SAID WILLIAM ATWOOD, EDITOR IN CHIEF OF COWLES COMMUNICATIONS, PLANS LIAISON MEETINGS WITH COUNSEL LOOK HAS RETAINED IN GERMANY.

VANDEN HEUVEL SAID HE WAS ASKED TO UNDERTAKE HIS MISSION BECAUSE THE REGULAR KENNEDY FAMILY LAWYERS ARE TIED UP IN NEGOTIATIONS WITH HARPER & ROW OVER THE PLANNED APRIL PUBLICATION OF THE HARD-COVER MANCHESTER BOOK.

MRS. KENNEDY HAS SUED HARPER & ROW IN AN EFFORT TO PREVENT PUBLICATION OF THE 300,000-WORD BOOK UNLESS DELETIONS SATISFACTORY TO HER ARE MADE. AN EFFORT IS UNDER WAY, HOWEVER, TO REACH AN OUT-OF-COURT SETTLEMENT.

WH838PES