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18 JAN 1967

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EA42 (200-UP)

NEW YORK, JAN. 18 (AP)-LOOK MAGAZINE ANNOUNCED TODAY THAT IT HAS BROUGHT SEPARATE LAW SUITS AGAINST THE CHICAGO DAILY NEWS AND THE GERMAN MAGAZINE STERN OVER THE BOOK, "THE DEATH OF A PRESIDENT."

IN A STATEMENT, LOOK ACCUSED THE DAILY NEWS OF BREAKING AN EMBARGO ON PUBLISHING MATERIAL FROM THE SERIALIZATION OF THE BOOK. STERN, WHICH BOUGHT GERMAN SERIALIZATION RIGHTS FROM LOOK, HAS REFUSED TO MAKE DELETIONS REQUESTED BY MRS. JOHN F. KENNEDY AND CONCURRED IN BY LOOK.

LOOK, WITH THE BOOK'S AUTHOR, WILLIAM MANCHESTER AS CO-PLAINTIFF, CHARGED THE DAILY NEWS IN A FEDERAL COURT COMPLAINT IN CHICAGO WITH "UNFAIR COMPETITION; INFRINGEMENT OF COPYRIGHT; AND DELIBERATE IMPAIRMENT OF RIGHTS OF CONTRACT.

LOOK SOUGHT AN ACCOUNTING OF ANY PROFITS MADE BY THE DAILY NEWS THROUGH ITS PUBLICATION OF EXCERPTS FROM THE MAGAZINE SERIALIZATION, AND FOR DAMAGES LOOK SAID IT SUFFERED.

THE CHICAGO COMPLAINT ALLEGED THAT SUCH DAMAGES WERE IN EXCESS OF \$200,000--MORE THAN \$100,000 FROM DILUTION OF THE VALUE OF THE CONTRACT BETWEEN MANCHESTER AND LOOK, AND \$100,000 UPWARD FROM BUSINESS LOSS RESULTING FROM "UNFAIR COMPETITION."

THE SUIT ALSO ASKED THAT THE DAILY NEWS BE BARRED BY COURT ORDER FROM REPRODUCING ANY PORTION OF THE MAGAZINE INCLUDING ITS COVER WITHOUT PERMISSION OF LOOK.

WHAT IT DESCRIBED AS THE PREMATURE PUBLICATION BY THE DAILY NEWS, LOOK SAID, FORCED A REVISION IN WHOLESALE AND RETAIL DISTRIBUTION PLANS OF THE MAGAZINE AND "DISRUPTED PLANS OF MANY NEWSPAPERS AND BROADCASTERS WHO HAD ACTED IN GOOD FAITH AND WITHHELD PUBLICATION OF MATERIAL FROM THE MANCHESTER SERIALIZATION UNTIL THE STIPULATED RELEASE TIME AND HAD CONFINED THEIR NARRATIVE TO THE AUTHORIZED."

LOOK SAID THE PURPORTED PREMATURE PUBATION INTERFERED WITH ITS CONTRACTS WITH PUBLISHERS IN 25 OTHER COUNTRIES FOR COORDINATED PUBLICATION OF THE SERIALIZATION.

~~IN A SUIT IN HAMBURG, GERMANY~~

EA1441CX

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NEW YORK--LOOK SUITS (A42), INSERT AFTER 8TH GRAF, INCLUDING PREVIOUS INSERT (A69), "LOOK SAID X X X THE SERIALIZATION."

IN CHICAGO, ROY FISHER, EDITOR OF THE DAILY NEWS TONIGHT ISSUED A STATEMENT WHICH SAID "THE STORY WAS PUBLISHED CONSISTENT WITH THE NEWSPAPER'S RESPONSIBILITY TO REPORT NEWS OF NATIONAL SIGNIFICANCE."

"WE ARE CONFIDENT THAT IN DOING SO WE VIOLATED NO RELEASE AND INFRINGED NO RIGHTS," HE SAID. "WE REGRET, NEVERTHELESS, THAT THERE IS A MUTUAL MISUNDERSTANDING WITH LOOK."

"IN A SUIT IN HAMBURG, ETC" PICKING UP 9TH GRAF A42.

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SERIALIZATION IN A MANNER NOT CONSISTENT WITH "THE STANDING AND DIGNITY" OF THE BOOK.

LOOK CHARGED STERN WITH PUBLISHING MATERIAL WHICH WAS "UNLICENSED AND UNAUTHORIZED"--THE MATERIAL OBJECTED TO BY MRS. KENNEDY.

WILLIAM ATTWOOD, EDITOR IN CHIEF OF COWLES COMMUNICATIONS, PUBLISHERS OF LOOK, SAID IN A STATEMENT:

"STERN IS THE ONLY PUBLICATION WHICH HAS REFUSED TO MODIFY THOSE PARAGRAPHS OF A PERSONAL NATURE WHICH DISTRESS MRS. KENNEDY. STERN SAYS THESE PASSAGES SHOULDN'T DISTRESS HER.

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