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New Yorker' Kills 'MacBird'! Ad

NEW YORK — (AP) — An advertisement for the satirical play "MacBird!" with a caricature of President Johnson holding a lance, has been rejected by the New Yorker magazine.

It was the first time in the magazine's 42-year history

that it had refused an ad for a play, a spokesman said.

"We thought it in bad taste," he said.

The play, by Barbara Garson, is the political satire in which a character named MacBird is implicated in the murder of a character

named Ken O'Dunc. Some critics have suggested that the plot is based on the assassination of President Kennedy.

"I don't think that's what the play says at all," said producer David Dretzin. "What the author was writ-

ing about was not the Kennedy assassination but political power generally."

He said the play, which opened here Jan. 19, is "a burlesque of Shakespeare's Macbeth."

"We've handled some controversial things before and weren't refused," said Carole Reich of Brownstone Associates, the ad agency for the "MacBird" account. "This is very, very strange. When I first called, they told me they'd take it. But they phoned right back saying they wouldn't."