

Look Magazine Records
A Finding Aid to the Collection in the Library of Congress



Manuscript Division, Library of Congress
Washington, D.C.
2019

Contact information: <http://hdl.loc.gov/loc/mss/mss.contact>

Catalog Record: <https://lcn.loc.gov/mm2019086301>

Additional search options available at: <https://hdl.loc.gov/loc/mss/eadmss.ms019022>

Prepared by Manuscript Division Staff

Finding aid encoded by Library of Congress Manuscript Division, 2019

Collection Summary

Title: Look Magazine Records

Span Dates: 1934-1970

Bulk Dates: 1948-1970

ID No.: MSS86301

Extent: 6,300 items

Extent: 18 containers

Extent: 7.2 linear feet

Language: Collection material in English

Location: Manuscript Division, Library of Congress, Washington, D.C.

LC Catalog record: <https://lcn.loc.gov/mm2019086301>

Summary: Biweekly, general interest popular magazine published in Des Moines, Iowa, from March 1937 to October 1971. Drafts, correspondence, notes and field notes, interoffice memos, reference materials, clippings, and other papers documenting Look's writing, editorial, and research processes.

Selected Search Terms

The following terms have been used to index the description of this collection in the LC Catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically.

People

Attwood, William, 1919-1989.

Berg, Roland H. (Roland Hobsbawn), 1908-1981.

Bowen, Catherine Drinker, 1897-1973.

Bruner, Louise Katherine, 1910-2004.

Bruner, Raymond A., 1900-1970.

Davidson, Bill, 1918-2001.

Kettering, Charles Franklin, 1876-1958.

Long, Margaret, 1911-1989.

Maas, Peter, 1929-2001.

Spence, Hartzell, 1908-2001.

Thompson, Dorothy, 1893-1961.

Subjects

American periodicals--Iowa--Des Moines.

Birth control.

Charities.

Cosmetics.

Crime.

Current events.

Epidemics.

Health insurance.

History.

International relations.

Pharmaceutical industry.

Poliomyelitis.

Politics, Practical.

Popular culture.

Rockets (Aeronautics)

Sports.

Places

United States--Civilization.

United States--Culture.

United States--Foreign relations--20th century.
United States--Politics and government--20th century.
United States--Social life and customs--20th century.

Titles

Look.

Acquisition Information

The *Look* magazine records were given to the Library of Congress by Columbia University in 1995. They were transferred from the Prints and Photographs Division to the Manuscript Division in 2018.

Processing History

The *Look* Magazine Records were arranged and described by Katie Duvall in 2019. The materials were minimally processed and used for reference by the Prints and Photographs Division during the processing of the *Look* Magazine Photograph Collection. The folders titles and arrangement are based on the titles assigned to the folders by the Prints and Photographs Division and a survey of the folder contents.

Other Repositories

The Prints and Photographs Division of the Library of Congress holds the *Look* Magazine Photograph Collection (see <http://www.loc.gov/pictures/collection/lmc/>).

Copyright Status

The status of copyright in the unpublished writings of *Look* magazine is governed by the Copyright Law of the United States (Title 17, U.S.C.).

Access and Restrictions

The records of *Look* Magazine are open to research. Researchers are advised to contact the Manuscript Reading Room prior to visiting. Many collections are stored off-site and advance notice is needed to retrieve these items for research use.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Container number, *Look* Magazine Records, Manuscript Division, Library of Congress, Washington, D.C.

Administrative History

Look was a biweekly, general interest popular magazine published from March 1937 to October 1971 by Gardner Cowles, Jr., under various company names: *Look*, Inc. (1937-1945); Cowles Magazines (1946-1965); and Cowles Communications, Inc. (1965-1971). *Look* began as a tabloid-style magazine that emphasized sports, movie stars, and sensationalism. After World War II, it became more family oriented and included articles on social and political subjects, as well as regular features on personalities, food, fashion, and sports. *Look's* "golden years" (1954-1964) followed improvements in the magazine's design and focus by editor Fleur Cowles, art director Alan Hurlburt, managing editor Dan Mich, and others.

Courtesy of the Prints and Photographs Division, Library of Congress (<http://www.loc.gov/pictures/collection/lmc/background.html>)

Scope and Content Note

The *Look* Magazine records span the years 1934-1970, with the bulk of the material dating from 1948 to 1970. The collection documents *Look's* writing, editorial, and research processes in this time period. The collection is organized into four series: [Writer Files](#), [Subject Files](#), [Chronological Files](#), and [Roland H. Berg Files](#).

This collection does not represent a comprehensive accounting of *Look's* editorial practices. Each series only covers a portion of the magazine's thirty-four year history with certain writers or editors more prominently featured in the materials, including William Attwood, Roland H. Berg, Bill Davidson, Peter Maas, and Hartzell Spence.

The [Writer Files](#) are primarily drafts of articles under consideration for publication in *Look* organized by the name of the writer. Published and unpublished articles by both staff and freelance writers, often with editorial notes, are included in the series. Some of the files also include correspondence and research documentation. Writers represented in this series include Catherine Drinker Bowen, Louise Katherine Bruner, Raymond A. Bruner, Charles Franklin Kettering, Margaret Long (Leonard), and Dorothy Thompson.

The [Subject Files](#) consist of research and editorial files related to a specific topic or article. This includes general topical research, research about individuals, letters to the editor, and field notes. Materials about the American zeitgeist feature prominently, as well as research about rocket technology in the post-World War II era.

The [Chronological Files](#) primarily consist of interoffice memos related to research, current events, and ideas for articles that are filed by month and year. They are to and from a variety of people at the magazine and cover a wide variety of topics including, but not limited to, cosmetics, crime, history, international affairs, politics, popular culture, and sports.

The [Roland H. Berg Files](#) document his role as the medical editor of *Look* and portions of his career as a medical writer and journalist. The writings section consists of materials written by Berg including articles for *Look* and other publications and correspondence and press regarding the books he wrote about the polio epidemic. The charity racket story material includes a typescript of the article by Peter Maas ("The Battle for Your Charity Dollar"), letters to the editor in criticism of the published article, and research materials, including Maas' original notebooks. Berg was the editor assigned to the piece and was responsible for responding to the critical response it received. The general and topical files in the series include research files about the drug industry, health insurance and birth control, miscellaneous correspondence, and Berg's membership certificates for The New York Academy of Sciences and The National Association of Science Writers.

Organization of the Papers

This collection is arranged in four series:

- [Writer Files, 1941-1962](#)
- [Subject Files, 1939-1963](#)
- [Chronological Files, 1960-1970](#)
- [Roland H. Berg Files, 1934-1962](#)

Description of Series

Container

Series

BOX 1-7

Writer Files, 1941-1962

The Writer Files are primarily drafts of articles under consideration for publication in *Look*.

Published and unpublished articles by both staff and freelance writers, often with editorial notes, are included in the series.

Material types include drafts, correspondence, notes, interoffice memos, and clippings.

Arranged alphabetically by name of writer.

BOX 7-10

Subject Files, 1939-1963

The Subject Files consist of research and editorial files related to a specific topic or article.

This includes general topical research, research about individuals, letters to the editor, and field notes.

Material types include correspondence, clippings, drafts, interoffice memos, and notes.

Arranged alphabetically by subject.

BOX 10-15

Chronological Files, 1960-1970

The Chronological Files primarily consist of interoffice memos related to research, current events, and ideas for articles that are filed by month and year. They are to and from a variety of people at the magazine and cover a wide variety of topics.

Material types include interoffice memos, correspondence, notes, and photocopies of reference sources.

Arranged in reverse chronological order.

BOX 15-18

Roland H. Berg Files, 1934-1962

The Roland H. Berg Files document his role as the medical editor of *Look* and portions of his career as a medical writer and journalist, including writings by Berg, material regarding stories he managed, and general research.

Material types include correspondence, drafts, notes, clippings, notebooks, field notes, and certificates.

Arranged in three sections: Writings, Charity racket story, and General and topical files.

Sections are arranged alphabetically.

Container List

Container	Contents
BOX 1-7	Writer Files, 1941-1962 The Writer Files are primarily drafts of articles under consideration for publication in <i>Look</i> . Published and unpublished articles by both staff and freelance writers, often with editorial notes, are included in the series. Material types include drafts, correspondence, notes, interoffice memos, and clippings. Arranged alphabetically by name of writer.
BOX 1	Allison, Gordon, "Backers," undated
BOX 1	Anderson, Burnett, "Journey to Utopia, the Truth About Socialist Sweden," 1950
BOX 1	Attwood, William, Eastern Europe story, undated
BOX 1	Auerbach, Aline B., "The Questions Parents Ask," 1954
BOX 1	Bailey, Chuck, Story on Dwight D. Eisenhower's farm, 1955
BOX 1	Balderston, John L. and Hewes Gordon W., "When an Atom Bomb Strikes...", 1949
BOX 1	Barcella, Ernest, "A Day in the Life of President Kennedy's Personal Secretary," 1961
BOX 1	Baxter, Batsell Barrett, "What is the Church of Christ?", 1955
BOX 1	Benjamin, Burton and James Benjamin, "Last Trip of the Hindenburg," undated
BOX 1	Bowen, Catherine Drinker, "A Quarter Century, Its Human Triumph," circa 1961
BOX 1	Bruner, Louise and Raymond A. Bruner, "Genius at Work," undated
BOX 1	Burke, W. J., "The American Scene," 1941-1948 (6 folders)
BOX 2	Burke, W. J., "The American Scene," 1941-1948 (5 folders)
BOX 2	Castan, Sam, "Mood of America, Milwaukee Industrial Worker," undated
BOX 2	Caumont, J. B., "My Trip in the USA," 1957
BOX 2	Chew, Peter, "You're Under Arrest," undated
BOX 2	Christenberry, Robert with Tom Morgan, "Who's Kidding Who(m) About Boxing," 1954
BOX 2	Cohane, Tim and I. R. McVay, "Verbatim Interview of Gene Melchiorre," undated
BOX 2	Cohn, Victor, articles on Russia and science, 1951
BOX 2	Cook, Don, "England's Controversial Archbishop," 1958-1959
BOX 2	Crosby, John, child welfare and adoption article research, undated
BOX 3	Daniels, Jonathan, "Southern Rebels, 1947 Style," circa 1948
BOX 3	Davidson, Bill, "Fox Company," undated
BOX 3	Davidson, Bill, "Interview with Boris Morros," 1957
BOX 3	Davidson, Bill, "Spencer Tracy," 1961
BOX 3	Douglas, William O., various articles, 1955
BOX 3	Duffy, Ben, "You Are What You Buy" and "Russia's Colonial Empire," undated
BOX 3	Eliot, George Fielding, "Ready-To-Fight Reserves," 1956
BOX 3	Fischer, Louis, "Will Germany Go Nazi?", 1950
BOX 3	Fischer, Louis, "The Red Man's Burden," undated
BOX 3	Frank, Jerome, "No Man is Safe," 1953
BOX 3	Froman, Robert, "You Have to Think Like a Chicken," 1954
BOX 3	Gallery, Dan, "The Rocket War," 1958

Writer Files, 1941-1962

Container	Contents
BOX 3	Gardner, Mona, "Our Policy for Southeast Asia," undated
BOX 3	Gunther, John, "Inside England 1964" and "We're Winning the Cold War," 1963-1964
BOX 3	Harrity, Richard, "A Foreign Legion of Faith on Greece's Holy Mount," undated
BOX 3	Heilbroner, Robert L., "Wanted, A Foreign Aid Program to Lead the Free World," undated
BOX 3	Jacobson, Dan, "Memo from South Africa," undated
BOX 3	Javits, Jacob, article about trip to Near, Middle, and Far-East regarding foreign policy, circa 1956
BOX 3	Jones, Doug, Headshots, 1946
BOX 3	Kennedy, John A., article on space race and Cold War, 1957
BOX 3	Kettering, Charles F., "Let's Stop Buying Catastrophe," 1950
BOX 4	La Cossitt, Henry, "The Paradise of Monkeys," 1953
BOX 4	La Cossitt, Henry, "Canada Does it Better," circa 1955
BOX 4	Leonard, George, "Is Fear Destroying Our Freedom," 1954
BOX 4	Leonard, Margaret, "Freedom Ride," 1961
BOX 4	Liedloff, Jean, Venezuela story, 1953-1954
BOX 4	Marshack, Alexander, various articles, undated
BOX 4	Martin, John Bartlow, "The Strange One," undated
BOX 4	Maxwell, Arthur S., "Why I Know Christ is Coming," undated
BOX 4	Mayer, Martin, "Educating the Potential," undated
BOX 4	McCarthy, Joe, "Person to Person," undated
BOX 4	McGraw, James, "The Luckiest Girl in the World," 1957
BOX 4	Melikov, Greg, "The Fight for College Press Freedom," 1956
BOX 4	Menninger, Karl, "A Young Teacher's First Day in School," 1959
BOX 4	Mitler, Ernest and Bill Slocum, baby trafficking story, 1955
BOX 4	Newton, Virgil Miller, article on government secrecy, 1957 (2 folders)
BOX 5	Newton, Virgil Miller, article on government secrecy, 1957 (2 folders)
BOX 5	Northrup, Eric, "Should Doctors Go Back to School?," undated
BOX 5	Osborn, Robert, "Cirrhosis of the Psyche," 1956
BOX 5	Perkerson, Medora Field, "The Mystery of Margaret Mitchell," 1955
BOX 5	Phillips, Robert Becker, "New Orleans Mardi Gras" and miscellaneous material, undated
BOX 5	Poling, Daniel A., "My Father," 1956
BOX 5	Porter, Amy, "Why Highway Accidents Start in Your Mind" (killed story), 1956
BOX 5	Purdy, Ken W., "Edinburgh," undated
BOX 5	Pusey, Nathan Marsh, "The Greatest Challenge" (killed story), 1957-1960
BOX 5	Raymond, Ellsworth, Vladimir Shabinsky article, 1957
BOX 5	Regan, Louis J. with Andrew Hecht, "A Doctor Looks at Malpractice," 1955
BOX 5	Reuther, Victor, "Let's Sell Democracy to Europe's Workers," 1953-1954
BOX 5	Robbins, Jhan and June Robbins, "The Day the Slaves Were Freed," 1962
BOX 5	Rogers, Edith Nourse, "It's Time to Guarantee GI Rights to Korean Veterans," 1951
BOX 5	Roston, Leo, "John Hersey," 1950
BOX 5	Rowlett, Margaret, "Now It's Our Turn," 1953
BOX 5	Schorr, Daniel, American misconceptions of Russia, undated
BOX 5	Schorr, Jose, "Judge For Yourself, Real Life Dramas from the United States Courts," undated
BOX 5	Sheean, Vincent, "The Aftermath of Bandung," circa 1955
BOX 5	Shirer, William L., "The Launching of World War II," undated

Writer Files, 1941-1962

Container	Contents
BOX 5	Small, Edith, "New Patterns for Living," 1956-1958
BOX 6	Snook, Robert, "Why I'll Remain a General Practitioner," 1956
BOX 6	Sparks, Fred, "What You Don't Know About the War in Indo-China," undated
BOX 6	Sparks, Ned, "Royal Family of Severesque [sp?]," undated
BOX 6	Spence, Hartzell, "A Chosen People" (article on Mormons), 1957 (2 folders)
BOX 6	Spence, Hartzell, "America's Busiest Protestants," undated
BOX 6	Spence, Hartzell, "The Lutherans in America," 1957 (3 folders)
BOX 6	Spence, Hartzell, "Where are the Heroes of World War II," 1950
BOX 6	Star, Jack, "Weather for Sale," undated
BOX 6	Stein, Herb and David Hanna, "The Toastmaster General," undated
BOX 6	Stevenson, Adlai E. and William Attwood, "Russia's Two Faces" notes, 1958 (2 folders)
BOX 6	Stevenson, Adlai E., various articles, circa 1956
BOX 6	Thompson, Dorothy, "The Women's Manifesto," 1951
BOX 6	Torre, Marie, "Did I Go to Jail for Nothing?," circa 1958
BOX 6	Tichenor, George, "The Time I Robbed George Washington Bridge," undated
BOX 6	Twitty, Tom, "The Seven Year Marvel of TB," undated
BOX 7	Vandivert, William, "Changing Russia," 1960
BOX 7	Van Dusen, Henry P., "What is a Protestant?," 1954
BOX 7	Walker, Stanley, article on drought in Southwest United States, 1954
BOX 7	Warner, Albert L., "The Other Fellow in the White House," 1951
BOX 7	Woodbury, David O., "Our Future Lies in the Sun," 1955
BOX 7	Wynn, Keenan, "Father is a Fool," undated
BOX 7-10	Subject Files, 1939-1963 The Subject Files consist of research and editorial files related to a specific topic or article. This includes general topical research, research about individuals, letters to the editor, and field notes. Material types include correspondence, clippings, drafts, interoffice memos, and notes. Arranged alphabetically by subject.
BOX 7	Art therapy, 1958
BOX 7	Boom, amateur music, music in schools, 1956
BOX 7	Cards, 1946-1962
BOX 7	Clarke, Rodney, materials regarding alcoholic artist article, 1950
BOX 7	Combat story, undated
BOX 7	Cuba, 1957 (4 folders)
BOX 7	Duse, Eleanora, 1950
BOX 7	Gallup, George, 1939-1952
BOX 7	Gannon, Billie-Marie, prize-winning school teacher, round-the-world trip, 1958-1959
BOX 7	Gannon, Billie-Marie, Bill Davidson [?] notes, 1958-1959
BOX 8	Gannon, Billie-Marie, travel journal, 1958
BOX 8	Jews in America (letters to the editor, William Attwood), 1955-1957 (4 folders)
BOX 8	Miscellaneous research topics: Joan Bunche file, 1958-1963

Subject Files, 1939-1963

Container	Contents
BOX 8	Mood of America, morality in America, 1959
BOX 8	Music in America, 1956
BOX 9	New look in American living, 1954 (7 folders)
BOX 9	"Now Everyone Can Sunbathe," undated
BOX 9	Pearson, Lester B., 1949-1956
BOX 9	Quiz bowl, 1959
BOX 9	Recreation, 1955
BOX 9	Rockets: Diplomatic, 1957
BOX 9	Rockets: Grottrup, 1957
BOX 9	Rockets: Map, 1957
BOX 9	Rockets: Names, 1957
BOX 9	Rockets: Occupation, 1957
BOX 9	Rockets: Peenemunde, 1957
BOX 9	Taste, pop, 1956
BOX 10	Taste, serious, 1954-1956
BOX 10	Vision and blindness, 1954
BOX 10	Workers school, 1948
BOX 10	World chronologies, 1954
BOX 10-15	Chronological Files, 1960-1970 The Chronological Files primarily consist of interoffice memos related to research, current events, and ideas for articles that are filed by month and year. They are to and from a variety of people at the magazine and cover a wide variety of topics. Material types include interoffice memos, correspondence, notes, and photocopies of reference sources. Arranged in reverse chronological order.
BOX 10	1970 Nov.-Jan.
BOX 10	1969 Nov.-Aug. (4 folders)
BOX 10	1969 June-Jan. (5 folders)
BOX 10	1969 Jan.-1968 Dec.
BOX 10	1968 Dec.-Oct.
BOX 11	1968 Nov.-Jan. (12 folders)
BOX 11	1967 Dec.-Jan. (12 folders)
BOX 12	1966 Dec.-Aug. (5 folders)
BOX 12	1966 June-Jan. (6 folders)
BOX 12	1965 Dec.-Mar. (10 folders)
BOX 13	1965 Feb.-Jan. (2 folders)

Chronological Files, 1960-1970

Container	Contents
BOX 13	1964 Oct.-Sept. (2 folders)
BOX 13	1964 July-Jan. (7 folders)
BOX 13	1963 Dec.-Aug. (4 folders)
BOX 13	1963 June-Jan. (6 folders)
BOX 14	1962 Dec.-Jan. (12 folders)
BOX 14	1961 Dec.-Aug. (5 folders)
BOX 14	1961 June-Jan. (6 folders)
BOX 14	1960 Nov.-Sept. (3 folders)
BOX 15	1960 Aug.-Jan. (8 folders)
BOX 15-18	Roland H. Berg Files, 1934-1962 The Roland H. Berg Files document his role as the medical editor of <i>Look</i> and portions of his career as a medical writer and journalist, including writings by Berg, material regarding stories he managed, and general research. Material types include correspondence, drafts, notes, clippings, notebooks, field notes, and certificates. Arranged in three sections: Writings, Charity racket story, and General and topical files. Sections are arranged alphabetically.
BOX 15-16	Writings
BOX 15	"A Report on Hospitals" article, research, correspondence, 1959
BOX 15	"A Report on Hospitals" research [?], 1957
BOX 15	"Are You a Sexual Athlete?", undated
BOX 15	"Bacterial Bombs: Can It Happen Here?", undated
BOX 15	"Clinic Crashers," undated
BOX 15	"Death In An Eye-Cup," undated
BOX 15	"Detecting Cancer in 30 Minutes," circa 1948
BOX 15	"God's Medicine or Devil's Brew?", undated
BOX 15	"How Healthy are Health Drives?", 1959-1960
BOX 15	"How Healthy are Health Drives?", 1960
BOX 15	"How Healthy are Health Drives?" research materials, 1958-1961 (3 folders)
BOX 15	"The Not-So-Wonderful Wonder Drugs," 1946
BOX 15	<i>The Challenge of Polio</i> , 1945-1948
BOX 15	<i>Polio and Its Problems</i> , correspondence and press, 1947-1951
BOX 15	"The Polio Story," circa 1955
BOX 16	"Spurs to Medical Advances," 1950
BOX 16	"There's a Window in Your Ear!", undated
BOX 16	"Wanted: A Medical Messiah," undated

Roland H. Berg Files, 1934-1962

Container	Contents
BOX 16	"What Price Beauty?", undated
BOX 16-17	Charity racket story
BOX 16	"The Battle for Your Charity Dollar," Maas, Peter typescript, 1960
BOX 16	Criticism, 1960 (2 folders)
BOX 16-17	Research material
BOX 16	AID - United Givers information, 1959-1960
BOX 16	John Price Jones Company, Inc., 1959
BOX 16	Maas, Peter, notebooks for charity racket story, 1960 (3 folders)
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BOX 17	Material used for 1960 charity racket story, 1957-1960 (4 folders)
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BOX 17	Charity research, 1957-1960 (3 folders)
BOX 18	Charity research, 1957-1960 (3 folders)
BOX 18	Charities, social services research, 1960
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BOX 18	Correspondence regarding Karl Menninger, 1958-1961
BOX 18	Correspondence, miscellaneous, 1959-1961
BOX 18	Drugs, 1953-1960 (3 folders)
BOX 18	Drug industry research, 1958-1960
BOX 18	Health insurance correspondence, 1961
BOX 18	Link Clinic, 1961-1962
BOX 18	Membership certificates, 1934, 1954
BOX 18	Miscellaneous research, 1956-1957
BOX 18	Plastic surgery: "A New Nose Means a New Personality," 1960
BOX 18	"The Rochester Plan for Cerebral Palsy" correspondence, 1951