

Gardner Cowles, Jr. (Mike) Papers – Finding Aid

This finding aid has been devised by Patricia N. Dawson, archivist, to assist the researcher with the papers of Gardner Cowles, Jr.

Gardner Cowles Jr. (1903-1985), the son of Gardner and Florence Call Cowles, was born in Algona, Iowa and grew up in Des Moines where his father owned the *Des Moines Register*. Cowles was known all his life as Mike, a nickname given to him by his father. Mike Cowles graduated from Harvard in 1925 and began work at the *Register*, moving through the ranks to the presidency in 1943, a post he held until 1971. In 1937, he and his brother founded *Look* magazine and he began spending an increased amount of time in New York running *Look* until it ceased publication in 1974. Cowles also started the magazines *Quick*, *Flair* and *Venture* and the newspapers, *The Suffolk Sun* and *The San Juan Star*.

Cowles was involved in many public service activities and in politics. He traveled widely and had friends and associates in government, publishing, business and entertainment. He had four wives and five children.

The collection of papers covers an approximate time period of 1942 to 1975. The papers consist mainly of correspondence, speeches and material related to the business of publishing. In organizing these papers, the rule of provenance was observed. This resulted in some like material being filed in two different areas – for example, *Look* material in both folders labeled “*Look*” and in folders labeled “CMI – Cowles Magazines Inc.”

The papers are housed in filing cabinets at Cowles Library, Drake University. The papers are divided into four major categories with an addendum for file drawers 21-26:

Section 1 – File drawers 1-3

Correspondence filed alphabetically by correspondent and date.

Section 2 – File drawers 4-5

Speeches given by Mike Cowles and filed by date. Cowles’ own inventory of his speeches is filed here with additions by archivist Dawson. The folders include correspondence regarding particular speeches if Cowles arranged them in that way.

Section 3 – File drawers 6-16

General subjects – the remainder of the papers which could be filed in folders. The material is filed alphabetically by topic and includes some large groups of folders on such subjects as Look magazine and the San Juan Star.

Section 4 – File drawers 17-20

Material not suited to file folders.

Following is the detailed list of the collection contents of Sections 1, 3 and 4. This entire document can be searched by name or keyword.

Section 1 – List of Correspondents

Abbott, George 1947
ABC 194?
Abitibi Paper Co. 1968
Academy of Political Science 1952
Academy of Radio and Television Arts and Sciences 1952
Adams, James S. 1949
Adler, E.P. 1947
Adler, Julius Ochs 1952 *N.Y Times*
Adler, Larry 1949
Adler, Richard 1968
Admirals of the Flagship Fleet 1952
Advertising Age 1948-49
Advertising, Bureau of 1952
Advertising Council 1947
Advertising Federation of America 1949
Advertising Research Foundation 1949
Agron, Gershon 1949 Gov. of Israel
Aid Refugee Chinese Intellectuals Inc. 1952, 1968
Air Transport Assoc. of America 1947-48
Aldrich, Richard 1947, 1952, 1959
Aldrich, Winthrop 1947
Allen, Mel 1951 N.Y. Yankees
Allen, William M. 1947, 1965 Boeing Aircraft
Almond, John L. 1947
American Advertising Federation 1968
American Aid to France 1947
American Airlines 1947, 1949
American Arbitration Association 1968
American Baseball Academy 1952
American Cancer Society 1947, 1968

American Citizens Committee for Economic Aid Abroad 1952
American Committee on United Europe 1952-53
American Council of Christian Churches 1949
American Council on NATO 1953
American Council on Public Affairs
American Economic Foundation 1947
American Field Service 1948
American Heart Association 1949
American Heritage Foundation 1947
American Hospital Association 1952
American Institute of Pacific Relations 1947
American Irish Foundation 1968
American Jewish Committee 1952
American League Baseball Club of New York 1947
American Meat Institute 1949
American Library Association 1947
American Mercury 1947
American Museum of Natural History 1952
American Red Cross 1947, 1952
American Social Hygiene Association 1947
Amory, Cleveland 1968
Anderson, Burnett 1948-49
Andreas, Dwayne 1968
Annenberg, Walter 1952
Anstey, John 1968
Arch of Triumph (motion picture) 1947
Archie, David, 1965
Archie, Willard, 1952
Architectural Digest 1968
Ardrey, Alex. H. 1952 Bankers Trust Co.
Arlington Hall 1947
Armitage, Merle 1959, 1968
Armstrong, A.F. H. 1952
Armstrong, Edwin R. 1947
Armstrong, Hamilton Fish 1948 *Foreign Affairs*
Arthur, Bill 1949, 1967-68
Ashby, N. Bruce 1968
Ashby, Ted 1949 *Boston Globe*
Aspen Institute for Humanistic Studies 1968
Autry, Gene 1947
Ayer, N.W. & Son 1949, 1968
Aylesworth, M. H. 1947

Babb, Kroger 1951
Bailhe, Jack 1948
Baillie, Hugh 1947, 1951 United Press

Baker, Frederick E. 1947
Baker, W.W. 1968 *Kansas City Star*
Balaban, Barney 1953 Paramount Pictures
Baldwin, Francis T. 1947, 1951
Baldwin, Howard 1953 *New Yorker*
Baldwin, Raymond E. 1949
Baldwin, Roger 1949
Ball, George 1968?
Ballantine, Morley 1953, 1959, 1968
Bannister, Robert C. 1951
Banshees 1951
Barkas, Bert 1953
Barker, Don 1951
Barnes, Joseph 1951-52, 1960
Barnum, Cyrus P. 1953
Barrett, Edward 1947, 1948 *Newsweek*
Barrett, Edward W. 1951, 1953, 1960 Asst. Sec. of State
Barry, James H. Jr. 1951
Barton, Bruce 1947, 1949, 1951
Baruch, Bernard 1947, 1951, 1953, 1958, 1960
Barzini, Luigi 1951
Batchelor, C. D. 1951
Bates, Theodore 1949
Batson, Douglas Dept. of State
Batten, Barton, Durstine & Osborne, Inc. 1947, 1949
Beddington-Behrens, Edward 1947
BelGeddes, Norman 1949
Belding, Don 1949
Bell, Elliot 1947
Ben-Gurion, David 1963
Bennett, Carl D., 1949
Bennett, John 1949
Benton, William 1968 *Encyclopedia Britannica*
Benton & Bowles 1947
Benador, Selim 1963
Berk, Harry A. 1949 Foote, Cone & Belding
Berman, Sam 1958
Best, Gordon 1947
Bethune, Mary McLeod 1947?
Biddle, Margaret 1952
Biggers, John D. 1947 Libbey-Owens-Ford Glass
Billingsley, Allen L. 1949 Fuller & Smith & Ross
Binder, Carroll 1947 *Minneapolis Star & Tribune*
Biow, Milton H. 1949 Biow Co.
Blackburn, Katherine 1947
Blakely, R. J. (Bob) 1947 *Register & Tribune*

Blanchard, Benjamin W. Mrs. 1968
Blank, A. H. 1947
Bliss, Jo 1968 Richard Bertram Yachts
Bloeme, Mrs. Allyn Rice 1968
Boeing Aircraft 1947, 1949
Bolton, Jack (Alfred J.) 1948, 1949 Music Corp. of America
Bonwit Teller 1949
Booth, George F. 1947 *Worcester Telegram*
Borg, Donald S. 1968
Boston Globe 1947
Boston Museum of Fine Arts 1968
Bowles, Chester 1947, 1952, 1959, 1968
Boyd, R. Stewart 1949 National Biscuit Co.
Braden, Thomas W. 1968
Bradlee, Benjamin C. 1968 *Washington Post*
Brand, Harry 1947, 1948, 1958 20th Century Fox Film Corp.
Brand Names Foundation 1947
Breech, Ernest R. 1953 Ford Motor Co.
Brennan, Francis 1968 McCall Corp.
Brenton, W. Harold 1947
Brewer, Verl D. 1947 *Register & Tribune*
Brine, Gordon 1949
Bristol, Lee H. 1947, 1949 Bristol-Myers Co.
Brody, Frank 1947-48 *Register and Tribune*
Brody, Julian 1947
Brooke, Dwight 1953 Bankers Life Co.
Brophy, Thomas D'Arcy 1953 American Heritage Foundation
Broughton, Philip S. 1949
Brown, Cecil 1947 Mutual Broadcasting System
Brown, Carl S. 1947, 1948
Brown, Hamilton 1949
Brown, Lewis H. 1947 Johns-Manville Corp.
Brown, Robert V. 1968 *Editor and Publisher*
Brown, Sevellon 1947 *Providence Journal Bulletin*
Brownell, Herbert 1952 Lord, Day & Lord
Brownridge, G.W. 1947
Bryant, F.S. 1947 Standard Oil of California
Bryce, Stephen D. 1947
Bubolz, Gordon A. 1947
Buck, Pearl 1949
Buck, Thomas 1963, 1967
Buckingham, A.O. 1947 Cluett, Peabody
Buige, Viola E. Cowles 1968
Bullis, Harry L. 1948-49 General Mills
Bunche, Ralph 1968
Bunche, Mrs. Ralph 1960

Bundy, William P. 1960 Pres. Commission on Natl. Goals
Bunker, Ellsworth 1959
Burchett, Josephine 1949
Burden, William 1963
Bureau of Advertising 1946-47
Burgess, Carter 1963 Amer. Machine & Foundry
Burgess (Will) & Co. 1947
Burke, Jerry 1947, 1968
Burke, Michael 1967-68 N.Y. Yankees
Burnett, Leo 1948-49, 1959-60, 1963, 1967
Burns, Charles 1967
Burns, John M. 1968
Burns, Robert E. 1963 *St. Jude Catholic Monthly*
Burrows, Abe 1960, 1967
Business Week 1949
Butler, Ralph S. 1947 General Foods Corp.
Bye, George T. 1949
Byrd, Harry F. 1953, 1960, 1967
Byrd, Richard E. 1947, 1949

Cahan, William G. 1968
Cahan, Willliam (Mrs.) (Sisi) 1967, 1968
Cake, Ralph 1947
California Packing 1947
Call, Mrs. Roscoe 1953
Campbell, Charles 1968
Campbell-Ewald Co. 1947-48
Campbell Soup 1949
Canaday, Ward 1947
Canfield, Cass 1960, 1968 Harper & Row
Canfield, Mrs. Cass 1967
Cantor, Eddie 1960
Capa, Bob 1948-49
Capehart, Homer B. 1947
Cardinal's Committee of the Laity 1947
CARE 1956, 1958
Carlson, Frank 1968
Carter, Hodding 1953
Carter, William A. 1947-48
Cartier, Madame Louis 1949
Case, Clifford P. 1953, 1960 Senator
Cassini, Igor 1953
Cecil, George W. 1953
Center for Inter-American Relations 1968
Center for the Study of Democratic Institutions 1967
Century Association 1960

Cerf, Bennett 1947, 1949, 1960, 1967-68
Cerf, Mrs. Bennett 1967
Chagall, Marc 1968
Chamber of Commerce of the U.S. 1952
Chamberlain & Kirk 1947
Chambrun, Rene De 1948
Champion, Ralph 1968 *London Daily Mirror*
Chandler, Norman 1947, 1952 *Los Angeles Times*
Chapin, Roy D., Jr. 1967 American Motors
Chase, Ilka 1948
Chase, W. Howard 1948 General Foods Corp.
Chevigny, Hector 1947
Chiang, Kai-Shek, Madame 1960
Chicago Daily News 1947
Chicago Tribune 1947
Chiha, Mrs. James F. 1947
Child, Josiah H. 1952 Ames, Child & Graves
Childs, Marquis 1947, 1952, 1957-58
Choate, Robert 1947 *Herald-Traveler*, Boston
Christian Science Monitor 1958
Christiansen, Arthur 1947, 1952 *London Daily Express*
Church, P.S. "Sque" 1952 Abitibi Service Inc.
Circulation Management (magazine) 1947
Citizens Committee for the Hoover Report 1952
Churchill, Winston 1968
Clapper, Olive 1947-48
Clark, Evans 1948 Twentieth Century Fund
Clark, Howard 1968 American Express
Clark, L.M. 1948 Kiskiminetas Springs School
Clark, Stanley I. 1952 Sterling Drug Inc.
Clark, Tom C. 1947 Attorney General
Clark, Vernon L. 1952 Treasury Dept.
Clarke, Frank 1958
Clay, Lucius 1952 Continental Can Co.
Cleary, J.M. 1952
Cleveland, Carl 1947 Boeing Aircraft
Clifford, Donald K. 1947
Coblentz, E.D. 1951-51 Call Bulletin, San Francisco
Coca Cola 1947, 1949
Cocks, Dorothy 1947
Coffin, Pat 1958
Coffin, Tris 1947
Cohane, Jack ?
Cohane, Tim 1952
Colby, Anita 1947-48, 1958, 1960 Paramount Pictures, Women's News Service
Coliseum Exhibition Corp. 1958

Cole, A.E. 1947 MacWilkins, Cole & Weber
Cole, A.L. 1948 *Reader's Digest*
Colliers 1952
Colt, Sloan 1952
Committee for the International Children's Emergency Fund 1947
Committee for the Nation's Health 1947
Committee for U.S. Information Abroad 1947
Common Council for American Unity 1958
Community Chest 1947
Comstock, Henry W. 1947
Conant, James B. 1952 Harvard University
Cone, Fairfax M. 1952 Foote, Cone & Belding
Connolly, John L. 1952 3M
Cooper, Merian C. 1948 Argosy Pictures
Corbett, Leonora 1958
Corbin, Charles R. 1948 *Minneapolis Star & Tribune*
Cordiner, Ralph 1958 General Electric
Cornelius, J.C. (Jack) 1947-48 Batten, Barton, Durstine & Osborn
Cornell College 1952
Corry, Edgar C. 1947 Amvets
Cortney, Philip 1952
Cosgrove, John P. 1948
Courtright, Hernando 1952 Beverly Hills Hotel
Cousins, Norman 1958 *Saturday Review*
Cowan, Louis G. 1968
Cowles, Dudley R.
Cowles, Frederick O.
Cowles, Oliver H. 1958
Cowles, Reginald E. 1958
Cowles, John Jr. 1952
Cownie, Charles T. 1958
Coy, Wayne 1947, 1952 FCC
Crenshaw, Dave 1968
Cripps, Isabel (Mrs. Stafford) 1958
Crossley Inc. 1948
Crowell, Robert L. 1949 Thomas Y. Crowell Co.
Crowther, Geoffrey 1952-54 *Economist*
Cudlipp, Hugh 1968 International Publishing Corp. Ltd.
Cullman, Howard S. 1953, 1958 State Dept.
Cummings, Nathan 1949 Consolidated Grocers Corp.
Cummings, Walter J. 1947 Continental Illinois Nat'l Bank
Curtice, H.A. 1949 General Motors
Curtis Publishing 1948

Dalloz, Edward J. 1948 Magic Masters of Chicago
Daly, John Charles 1953 American Broadcasting Co.

Damon, Ralph 1953 Trans World Airlines
Dancer, H. M. (Mix) 1949 Dancer-Fitzgerald-Sample
Dargusch, Carlton S. 1948
Darling, J.N. (Ding) 1953
Davidson, Bill 1958
Davies, David J. 1968 Hill, Samuel Inc.
Davis, Elmer 1953 American Broadcasting Co.
Davis, Smith 1948
Davison, F. Trubee 1958
Dean, Gordon 1953 U.S. Atomic Energy Comm.
De Beaubien, Phil 1958 *Detroit Times*
Debutante Ball Committee 1968
deCastro, Allen 1968
de Chambrun, Rene 1963
Deegan, Tom 1968
Delacorte, George T., Jr. 1963, 1967-68
DeLone, Joseph M., Jr. 1963
deMille, Cecil B. 1949
De Pauw University 1958
deRochemont, Louis III 1963
de Seversky, Alexander P. 1947
Des Moines Art Center 1968
Des Moines Dinner Club 1948, 1968
Des Moines Jaycees 1958
Deutsch, Armand 1967
Devree, Charlotte 1947-48
Dewey, Thomas E. 1953
Dirksen, Everett 1961
Disney, Walt 1949
Ditisheim, Hanns 1946-47
Donaldson (L.S.) Co. 1947
Donovan, Thomas J. 1956 Licensed Beverage Industries
Donovan, Gen. William J. 1947
Douglas-Hamilton, Malcolm 1953
Doyle, Ned 1949 Doyle, Dane, Bernbach
Dozier, William 1948 Universal-International Pictures
Drake-Des Moines Symphony Orchestra 1951
Drewry, John E. 1947 Univ. of Georgia, School of Journalism
Dryer, Sherman H. 1948
Dryfoos, Orvil 1961 New York Times Co.
Dudley, Drew 1948 Intl. Bank for Reconstruction and Development
Duffy, B.C. (Ben) 1946-47, 1949 Batten, Barton, Durstine & Osborn
Duke University 1949
Dulles, John F. 1953
DuPont, Eugene T. 1948

George Eastman House 1949
Eaton, Cyrus S. 1967 Chesapeake & Ohio Railroad
Eden, Anthony 1953
Ehrlich, Henry 1948, 1967
Einfeld, Charles 1948 Enterprise Productions
Eisenhower, Dwight D. 1947, 1953-54, 1956, 1962
Eisenhower, Milton S. 1954
Ekins, H. R. 1953 *Schenectady Union-Star*
Engle, Paul 1961
Enterprise Productions Inc. 1947
Ernst, Morris L. 1949 Greenbaum, Wolff & Ernst
Ethridge, Mark 1946 *Courier Journal/Louisville Times* 1963 *Newsday*
Eunson, Robert 1953 Associated Press
Eyerly, Frank 1953 *Des Moines Register & Tribune*
Phillips Exeter Academy 1947
Fair Campaign Practices Comm. Inc. 1958
Fairbanks, Douglas Jr. 1947, 1966
Falk, Ray 1947
Farr, Robert 1948
Federal City Council 1958
Feldmann, Charles 1951 *Des Moines Register and Tribune*
Field, George 1951 Freedom House
Fierro, Ignacio 1968
Fiesta magazine 1958
Fifth Ave. Assoc. 1958
Finley, John 1968
Finney, Nat 1948, 1951
Firestone, Harvey S., Jr. 1946-47
Firestone, Raymond C. 1968
Fischer, Louis 1948
Fisher, Shelton 1968
Fisher, Carl & Victoria 1968
Fitzgibbon, Thomas O. 1953
Flagler, Palen 1972 J.P. Stevens & Co.
Flanigan, Horace C. 1958, 1961 Manufacturers Trust Co.
Fleming, Marg 1972
Folsom, Frank M. 1948 RCA
Forbes, B.C. 1947 *Forbes* magazine
Ford Motor Co. 1947-48
Foreign Policy Assoc. 1958, 1972
Foreign Service Institute 1951
Forrestal, James 1948 Secretary of Defense
Forst, Willi 1946
Forum (*Look*) 1946-47
Foundation for Economic Education 1951
Freedoms Foundation 1951

Fremantle, Anne 1958
Furness, Betty 1961
Future magazine 1949

Gager, Curtis 1949 General Foods
Gale, O.M. 1949 Procter & Gamble
Gale, Richard P. 1952
Gallagher, Harold J. 1951
Gallup, George (Ted) 1952, 1955
Gannett, Frank E. 1952, 1955
Gardner, Erle S. 1952
Gardner, Hy 1952
Gardner Advertising Co. 1947, 1952
Garfield, Sidney 1952 Tanners' Council
Garrett, Paul 1948-49, 1952-53, 1955 General Motors
Gauss, E. Wood 1946
General Electric 1946, 1955
General Mills 1946-48
General Motors 1947
Geneva, Forrest 1955
Gentleman's Agreement 1947
Geoghegan, A.V. B. 1946, 1948, 1952
Gibson, Douglas & Marcella 1951, 1952
Gilleaudeau, Raymond 1952 *This Week*
Gillham, Robert M. 1948 SRO
Gimbel, Bernard F. 1947
Gingrich, Arnold 1952 Wm. Weintraub & Co.
Ginzburg, Ralph 1958
Goddard, Paulette 1952
Goetz, William 1947, 1955 Universal Intl. Pictures
Goldenson, Leonard H. 1955
Goldstein, Nathaniel L. 1952 Attorney General, N.Y.
Goldwyn, Samuel 1951, 1953
Goodman, Jack 1952-53 Simon & Schuster
Gordon, J.F. 1949 General Motors
Gower, William 1952
Graham, Philip L. 1948, 1952 *Washington Post*
Granik, Theodore 1952-53 American Forum of the Air, NBC
Grant, Will C. 1953
Grantham, ---1952 Gov. of Hong Kong
Gray, Harold 1968
Gray, Houston 1953
Greater New York Citizens Committee for the Hoover Report 1951
Greater New York Fund 1951-52
Green, Abel 1952 Variety
Gridiron Dinner 1952

Grocery Manufacturers of America 1952
Gross, Boone 1952 Gillette
Gruenther, Alfred 1952 General, U.S. Army
Gruson, Sydney 1968 *New York Times, Newsday*
Guenther, Elba 1947
Guest, Winston 1968
Guggenheim, Harry 1952
Gumaer, Elliot W., Jr. 1951
Gussett, N. Bernard 1952

Hagerty, James C. 1953 Press Secretary for Eisenhower
Halleck, Charles A. 1968 House – Indiana
Hamilton, Ed 1952
Hamlen, Joseph R. 1952
Hammerstein, Oscar II 1952-53
Hammett, Dashiell 1949
Hammond, Godfrey 1952 Popular Science Pub. Co.
Hampshire College 1968
Hand, E.O. 1952 David D. Doniger & Co.
Hanes, John W. 1952
Hanks, Stedman 1952
Hansen, Axel 1951 *Minneapolis Star & Tribune*
Harbert, Melvin 1968 General Development Corp.
Harlow, A. Brooks 1951
Harnett, Joel 1968 *Suffolk Sun*
Harper, Marion 1947, 1952, 1968
Harrison, Ray 1952
Hart, William A. 1946 DuPont de Nemours
Hartley, Theodore 1949
Harvard Business School 1946
Harvard Lampoon 1947
Harvard University 1949
Hatch, Frank W. 1947 Batten, Barton, Durstine & Osborn
Hawks, Stanley 1952-53 *Minneapolis Star & Tribune*
Hawley, Harold 1952
Hayes, Arthur H. 1948 CBS Radio
Hayes, Helen 1947
Hayward, Leland 1952, 1968
Healy, George W. Jr. 1949 *New Orleans Item*
Hecht, George J. 1947 *Parents* magazine
Heinz, H.J. II 1947
Henry, Robert S. 1947 Assoc. of American Railroads
Hensel, H. Struve 1949
Herberick, Bernard F. 1949 Natl. Industrial Conf. Board
Herter, Christian 1947, 1949
Hettinger, Herman S. 1949

Hill, Luther 1968
Hilliker, Fred 1951 *Des Moines Register & Tribune*
Hills, Lee 1968 *Detroit Free Press*
Hobbs, Whit 1960
Hobby, Oveta Culp 1952-53 *Houston Post*, Federal Security Administrator
Hobson, Laura Z. 1953
Hoffman, Paul G. 1947, 1952, 1966 Studebaker Corp.
Hollister, Paul 1946
Holt, A.D. 1956 Univ. of Tennessee
Holt, Harold 1952 Foote, Cone & Belding
Holt, Henry 1946
Hoover, Herbert 1952
Hope, Bob 1949
Hopper, Hedda 1947, 1951
Hormel, Jay C. 1949
Horton, Herbert L. 1952 Iowa-Des Moines National Bank
Houghton, Mrs. Hiram 1947, 1952 (Dorothy)
Houseman, William 1949
Hoving, Walter 1952
Howard, Roy W. 1952-53 Scripps-Howard Newspapers
Huber, Fred J. 1952
Hughes, Howard 1953
Humphrey, George M. 1953 Secretary of Treasury
Humphrey, Hubert H. 1968
Humphreys, H. E. Jr. 1949 U.S. Rubber Co.
Hunton, John 1952 California Medical Assoc.
Hutchinson, B.E. 1951-52
Hynes, Joseph F. 1949

Ingersoll, T.M. 1951 Iowa St. Bar Assoc.
Ingram, K.C. 1949 Southern Pacific Co.
Ingram, O.F. 1952
Institute for Psychotherapy 1951
Institute of Pacific Relations 1942
Inter-American Press Assoc. 1952
International Development Advisory Board 1951
International House 1951
Investment Bankers Assoc. 1952
Iowa Automobile Dealers Assoc. 1952
Iron Curtain Refugee Campaign 1951
Irvington House 1951
Ives, Irving M. 1952 Senator

Jackson, Barbara Ward 1952, 1968
Jackson, Charles W. 1953
Jackson, C.D. 1951 *Fortune*

Jacoby, Neil H. 1953
Jager, Felix 1949
Janss, Esther (Mrs. Peter W.) 1953
Jasper County 1953
Javits, Jacob K. 1964, 1968
Jennings, Walter M.
Jensen, Ben 1953 Congress
Jewett, Gerald A. 1951, 1953 Jewett Lumber Co.
Johnson, Bob 1949
Johnson, Lyndon B. 1957, 1964
Johnson, Philip 1968
Johnson, Robert W. 1960
Jones, Edward H. 1951
Jones, Howard P. 1953
Jones, Jesse 1953
Jones, Lem 1947
Jordan, C.L. 1949
Joseph, Lazarus 1952 Comptroller, City of New York
Juda, H.P. 1949
Junior Achievement 1951

Kahn, Kermit 1949
Kaltenborn, Mrs. H.V. 1953
Karol, John J. 1949 Radio Executives Club of N.Y.
Karr, David 1953
Katz, William M. 1953
Kaufman, Elkin 1949 Wm. Weintraub & Co.
Kazan, Elia 1952
Kefauver, Estes 1952-53
Keller, K.T. 1949, 1953 Chrysler Corp.
Kemper, James S. 1960 Kemper Insurance
Kennedy, Edward M. 1968
Kennedy, Joseph P. 1960
Keough, John 1947
Kerr, Robert S. 1960 Senator, Oklahoma
Kestnbaum, Meyer 1953 Hart, Schaffner & Marx
Kilgore, Bernard 1953 *Wall St. Journal*
Kilpatrick, John Reed 1953 Madison Square Garden Corp.
Kimberly, John R. "Jack" 1949 Kimberly-Clark Corp.
Kimpton, Lawrence A. 1953 Univ. of Chicago
Kintner, Robert E. 1964 National Broadcasting Co.
Kirk, Grayson 1953 Columbia Univ.
Kiwanis International 1949
Klein, Harold P. 1953 Iowa Des Moines National Bank
Kluckhohn, Frank L. 1949
Kobak, Edgar 1947, 1956 Mutual Broadcasting System

Koester, Carl T. 1947
Koether, George F. 1947 *Country Life*
Korry, Edward M. 1952 UP
Kostka, William 1946
Kratzer, Harry 1949 Amer. Textile Converters
Krock, Arthur 1947, 1953 *N.Y. Times*
Kroeger, Henry J. 1951
Krusz, Harry J. 1949
Kudner Agency 1946
Kuhn, Irene 1947 National Broadcasting Co.
Kyser, Kay 1952-53

Lamont, Thomas 1952-53
Lardner, John 1952
Larmon, Sigurd 1949 Young & Rubicam
Larrabee, C.B. 1952 Printers Ink
Larsen, Roy E. 1952-53 Time, Inc.
Lasker, Mary (Mrs. Albert) 1952
Lattner, Fredric 1953 Hospital Service of Iowa
Laurence, William L. 1947 Science ed., *N.Y. Times*
Lawrence, David 1947 United States News
Lawrence, Jock 1949 J. Arthur Rank Organization
Lazarus, Fred J. 1949 Federated Department Stores
Lazarus, Paul N. 1947 United Artists
Leachman, B.C. 1951 Leachman Lumber Co.
Leffingwell, Russell 1947 J.P. Morgan & Co.
Levitt, Robert D. 1947, 1953
Liberty magazine 1947
Lippmann, Walter 1962
Lodge, Francesca (Mrs. John) 1952-53
Lodge, Henry Cabot 1953-54
Lodge, John 1952-53 Gov. of CT
Loewy, Raymond 1953
Logan, Joshua & Nedda 1953
Loos, Anita 1953
Lord, Mary 1952-53
Lovett, Robert A. 1952 Sec. of Defense
Lovette, Leland P. 1953
Lualdi, Frank P. 1953
Luce, Clare & Henry 1947
Luckman, Charles 1947, 1949, 1953 Lever Bros., Pereira & Luckman
Luscombe Airplanes 1946
Lyles, Lee 1946-47 Atchison, Topeka & Santa Fe
Lyon, Alfred E. 1953
Lyons, Leonard 1948 *N.Y. Post*

Maas, Melvin J. 1950 Brig. General
Macdonald, Angus L. 1950-51
Mace, Howard 1953
Machlin, E.O. 1951 Art Color Printing Co.
Machugh, Joseph V. 1947
Mack, Ted 1950
Mack, Walter 1953 Cantrell & Cochrane Corp.
MacKenzie, Ossian R. 1950 Columbia Univ.
Macmillan, R. S. 1953 Macmillan Petroleum Corp.
Macnab, John 1947 *The Statesman*
Macy, Orrin L. 1950-51 Cardinal Direct Mail Service
Madden, Ed 1947, 1953 Amer. Newspaper Advertising Network
Magazine Advertising Bureau 1947
Magil, A. B. 1947 *New Masses*
Mahoney, Mrs. Daniel J. 1947
Mahoney, Tom 1951 Young & Rubicam
Malmud, Theodore H. 1950
Malott, Deane W. 1953 Cornell Univ.
Mandel, Estelle 1951
Maney, Dick 1947
Mann, Helen 1953
Manning, Reg 1951 McNaught Syndicate
Mantz, Mark C. 1953
Manville, Richard 1947
Marcus, Stanley 1950-53
Marie, Jean 1950 French Line
Marin, Luis Munoz 1950, 1959 Gov. of Puerto Rico
Markel, Lester 1951 *N.Y. Times*
Marquette, Arthur 1950
Marshall, George C. 1951 Sec. of Defense
Marshall, Lyal 1952
Marston, John 1951
Martin, Edward 1950 U.S. Senator
Martin Everett W. 1947 Liberty Mutual Ins.
Martin, Henry 1951-53 Register & Tribune Syndicate
Martin, Mark 1947 Gardner Advertising Co.
Martin, R.G., Jr. 1949
Martin, Thomas E. 1951 U.S. Rep., Iowa, 1st Dist.
Marx, David 1952 Louis Marx & Co.
Mason, Frank E. 1947, 1949 U.S. Brewers Foundation
Mason, George 1953 Fruit of the Loom Corp.
Mathers, Alison 1949
Mathews, William R. 1951 Arizona Daily Star
Matsner, Eric M. 1949-50, 1953
Matson, Harold 1951
Matthews, Burrows 1952 Far East Command

Matthews, Willis S. 1951 Col., Joint Chiefs of Staff
Maucker, J. W. 1952 Iowa St. Teachers College
Maverick, Maury 1951 Maverick, Putnam & Putnam
Maxon, Lou R. 1949, 1952 Maxon Inc.
Maxwell, Elsa 1951
Mayer, Herbert C. 1951 American Viewpoint
Mayer, John A. 1949 Reliance Life Insurance Co. of Pittsburgh
Mayer, L. B. 1951 MGM Studios
Mayers, Warren T. 1946-47
Maynard, Miss 1951 Madeira School
Mayo, Leonard W. 1951 NTL. Midcentury Comm. For Children & Youth
Mays, John G. 1953
Maytag, Fred II 1951-53
McCall Corp. 1946-47
McCloy, Jack 1950 U.S. High Comm. For Germany
McConeghey, Harold 1952 USIS
McConnell, Joseph 1952 NBC
McConney, E. M. 1952 Bankers' Life
McCrary, Tex 1949-50, 1952-53 NBC
McDonald, E.E. 1946-47, 1952-53 Zenith
McDowell, Tremaine 1947 U. of Minnesota
McElroy, Neil 1949, 1952 Proctor & Gamble 1947
McGaffin, Marr 1952-53 *Des Moines Register & Tribune*
McGehee, Francis N. 1949
McGibeny, Donald 1952
McGinn, S.F. 1952
McGraw, Curtis 1950 Amer. Book Pub. Council
McKelway, Benjamin 1953 *Washington Star*
McKim, Robert 1952
McKinley, Kent 1950
McMillan, George 1946
McNamara, J. Paul 1948
Meek, Samuel 1949
Mellon, Mrs. Wm. L. Jr. 1963
Menninger, Karl 1950
Menninger, William C. 1951, 1963, 1966 Menninger Foundation
Merchant, Livingston 1953 State Dept.
Mercier, A.T. So. Pacific
Meredith, E. T. 1949, 1951 Meredith Pub. Co.
Merwin, Davis 1950
Merz, Charles 1950 *New York Times*
Metcalf, Elizabeth 1951 *Register & Tribune*
Meyer, Eugene 1949-50 *Washington Post*
Meyer, Mrs. Eugene 1963
Miles, Frank 1947
Miller, Ann 1949

Miller, Colin 1947 Enterprise Productions
Miller, Harlan 1951 *D.M. Register & Tribune*
Miller, Mrs. Harlan 1963
Miller, Paul 1947, 1950, 1966 Gannett
Milloy, James 1963
Moats, Alice-Leone 1952
Moffett, John 1953 *Minneapolis Star*
Moeller, Leslie 1950-51, 1953 University of Iowa
Monroe, R.R. 1953
Montgomery, Dinah Shore 1949
Moody Bible Institute 1953
Moore, Hugh 1951 Dixie Cups
Moore, Otis 1947, 1951
Mooney, Michael 1966
Mortimer, Charles G. 1947 General Foods
Moskin, j. Robert 1953 *Woman's Home Companion*
Motley, Arthur 1940, 1953, 1966
Mougey, William 1947 General Motors
Mowrer, Edgar 1953
Muir, Malcolm 1947, 1950 *Newsweek*
Mullen, Robert 1950 Economic Coop. Admin.
Mundt, Karl 1950 Senator
Murphy, W.B. 1953 Campbell Soup Co.
Murray, William J. 1947
Murrow, Edward R. 1952 CBS
Museum of Modern Art 1949
Myers, Vernon 1947, 1949

National Association of Manufacturers 1947
National Comm. For Education on Alcoholism 1949
National Conference of Christians and Jews 1951
National Safety Council 1949
National Society for Crippled Children and Adults 1951
Neilson, Rutgers 1950 RKO Radio Pictures
New York City Cancer Comm. 1951
New York Mirror 1947
New York Public Library 1946, 1951
New York State University College at Purchase 1974
Newhouse, Samuel 1966 *Newark Star Ledger*
Nicholson, Ralph 1947
Norris, Yolanda 1966 Consulate General of Brazil
North, Jack 1951 *Des Moines Register & Tribune*
Notre Dame 1946
Nyland, Jane 1966

O'Connor, Basil 1949

O'Connor, Tom 1949
O'Mahoney, Joseph 1950 Senator
Opper, Frederick 1952 ABC
Oxnam, G. Bromley 1953 Methodist bishop

Paley, William S. 1947, 1950 CBS
Palffy, Countess Eleanor 1950
Pan American World Airways 1950
Pandit, Vijaya Lakshmi 1951 Embassy of India
Parkinson, John 1950
Parsons, Geoffrey 1950
Parsons, Lewis 1950
Parsons, Louella 1951
Patterson, Robert P. 1947, 1950 Marshall Plan
Peet, Roy 1947 Colgate-Palmolive-Peet
Pepsi-Cola 1946-47
Perkins, Albert 1946
Perkins, Don 1971
Petersen, T.S. 1950 Standard Oil of California
Pidgeon, Scott 1951 Bankers Trust
Pierce, Harry W. 1950 N.Y. Shipbuilding Corp.
Pillsbury, Philip W. 1947, 1950
Pillsbury, Mrs. Philip 1952
Pinkley, Virgil 1950, 1952 *The Mirror*
Pitkin, Walter 1952 Bantam Books
Pitney, William F. 1946
Planned Parenthood Fed. 1946, 1952
The Players 1952
Pleuthner, Willard 1956
Pleven, Rene 1950
Pope, James S. 1952 *Louisville Courier-Journal*
Pope Vernon 1947
Powell, Dick 1950
Poynter, Nelson 1974 *St. Petersburg Times*
Price, Will 1952 Stone & Webster
Primer for Americans 1950
Publishers Information Bureau 1946

Quarton, Bertha 1966

Reed, Ralph 1950 American Express
Reid, Mrs. Ogden 1950 *N.Y. Herald Tribune*
Reynolds, Quentin 1950
Rhodes, Cecil 1950
Rice, Grantland 1950
Richmond, Rider 1951 *Des Moines Register & Tribune*

Ridgway, Matthew 1952 Far East Command
Roberts, Roy 1950, 1952 *Kansas City Star*
Robertson, Albert J. 1951 Iowa-Des Moines National Bank
Robinson, William 1952 *New York Herald Tribune*
Roots, John 1950
Rosenfield, Joseph 1952 Younkers
Rosenman, Samuel 1951
Rosenstiel, Lewis 1952 Schenley
Ross, T.J. 1947
Ruark, Robert 1950
Ruml, Beardsley 1950
Ruppel, Louis 1952 Colliers, ABC
Russell, Derek 1950 British Info. Services

Sampaio, Sebastiao 1950 *Jornal de Commercio*
Sands Hotel 1958 Las Vegas
Sanford, Arthur 1947
Sassoon, D.V. 1947
Schmidt, E.C. 1947 Union Pacific
Schramm, James S. 1951
Schroth, Thomas N. 1968 *Congressional Quarterly*
Schuster, Max 1950 Simon & Schuster
Schwartz, Ernie 1951 *Des Moines Register & Tribune*
Segal, Paul 1951
Seymour, Forrest 1951 *Des Moines Register & Tribune*
Seymour, Gideon 1951 *Minneapolis Star & Tribune*
Selznick, David O. 1958, 1963
Selznick, Irene 1958
Servan-Schreiber, J.J. 1950 *Le Monde*
Shapiro, S.O. 1947, 1958, 1974
Shepard, Tom 1947, 1958
Shloss, Mrs. Sam 1958
Shimkin, Leon 1947 Simon & Schuster
Sideman, Ab 1949
Silvermine Guild 1958 (Norman Cousins)
Singh, J.J. 1952 India League of America
Sioussat, Helen 1950 CBS
Skouras, Spyros 1950 20th Century Fox
Sloan, Alfred P. 1950 General Motors
Sloan, George 1951 Metropolitan Opera
Smith, Arthur 1966 United Way
Smith, Earl T. 1958 Embassy, Havana
Smith, H. Alexander 1952 Senator
Smith, Paul 1952 *San Francisco Chronicle*
Smith, Kingsbury 1966 *N.Y. Journal American*
Smith, William 1951 *Des Moines Register & Tribune*

Society of American Historians 1951
Solem, Ossie 1958
Southborough, Frank (Lord) 1963
Spizer, Stuart N. 1966 *New Yorker*
Standard Oil of California 1947
Stanford, Alfred B. 1946-47 Amer. Newspaper Publishers Assoc.
Stanton, Frank 1950, 1952 CBS
Starzel, Frank 1952 Associated Press
Stassen, Harold 1956
Steele, Alfred 1952, 1958 Pepsi-Cola
Steelman, John 1952 Asst. to the President
Stein, Jules 1952 MCA Artists
Sterling, John 1952 *This Week*
Stevens, Robert T. B. 1952 Sec. of Army
Stevenson, Adlai 1958
Stoddard, Carlos F. 1952 Yale
Stone, Louis T. 1950 Selznick Studio
Stout, Edwin 1950 Vision
Straus, Jack 1952 R.H. Macy & Co.
Straus, Robert 1947 Omnibook
Straus, Roger 1947, 1950, 1952, 1958 Farrar, Straus
Strauss, Helen 1952 Wm. Morris Agency
Streeter, Edward 1953 Harvard Club
Streeter, Frank 1953 Harvard Club
Streit, Clarence 1952 Freedom & Union
Studebaker, John 1947, 1950, 1958 Office of Education
Sulzberger, Arthur H. 1952
Summerfield, Arthur Republican National Comm.
Swan, Joyce 1952, 1958 *Minneapolis Star & Tribune*
Swanson, Fred 1958 Globe Machinery
Swanson, Gloria 1950, 1952, 1966
Swanson, S.C. 1952
Swenson, Edward 1974
Swope, Herbert B. 1952

Taft, Charles 1958
Taft, Robert 1951-52 Senator
Taft-Hartley Law 1947
Taishoff, Sol 1950 *Broadcasting*
Taylor, Reese 1950 Union Oil
Taylor, Sec 1947, 1951-51
Taylor, William 1947
Television 1947
Television Bureau of Advertising 1958
Terhune, Don 1947
Thayer, Don 1947

Thayer, Walter 1967
Thompson, Burt 1952 American Bar Association
Thompson, Lord 1967
Theisen, Earl 1952
Thornton, Daniel 1952 Gov. of Colorado
Thurder, Hal 1950
Tide 1947
Time 1958
Times-Picayune 1952
Tiss, Wayne 1947 Batten Barton etc.
Toulmin, John 1947 1952 First Natl. Bank of Boston
Townsend, Reginald 1950 Lennen & Mitchell
Trammell, Niles 1967
Treasury Secretary 1947
Trinity School 1958
Trippe, Juan 1947, 1952, 1958 pan American
Troubetskoy, Princess Nathalie 1952
Turner, Huntington 1950 Chemical Bank & Trust
Twyman, Robert 1947 Congressman
Tydings, Joseph 1967 Senator

Ultang, Don 1952
Underwood, Ray 1950
UNICEF 1952
Union Pacific 1947
Unitarian Service Committee 1952
United Business Committee 1952
United Hospital Fund 1958
United Jewish Appeal 1947 Thomas Watson, Wm. Paley, Henry Morgenthau, Jr.
United Negro College Fund 1951-52 John D. Rockefeller, Alfred P. Sloan Jr.
U. S. Chamber of Commerce 1958
U.S. Information Agency 1958
Universal Military Training 1947
University Club 1952
Upton, John D. 1956
Upton, Louis 1947 1900 Corp.
Urey, Harold C. 1952 Univ. of Chicago

Valentine, Alan 1952 Comm. for a Free Asia
Vanderbilt, Cornelius Jr. 1958
VanderZee, A. 1950 Chrysler

Wall Street Journal 1947, 1958
Wallace, DeWitt 1950, 1954 *Reader's Digest*
Wallace, Henry A. 1947
Wallis, Hal 1947

Walsh, Mrs. Richard 1947
Walter, Henry G. 1958 Fulton, Walter & Halley
Walters, Basil L. 1949 Chicago Daily News
Walton, Syd 1947, 1949-50, 1958 Matson Navigation
Wanger, Walter 1947, 1959-60, 1967-68 Universal Studio
War Dept. 1947
Warburg, James 1950
Ward, Barbara, Lady Jackson 1967
Ward, Hugh 1950 First Natl. Bank of Boston
Wasson, Gordon 1950 J.P. Morgan Co.
Watson, Thomas J. 1949-50, 1967-68 IBM
Watson, W. Marvin 1967 Spec. Asst. to the President
Waymack, W.W. 1958
Weare, Buel 1949 *N.Y. Herald Tribune*
Webb, Grant 1968
Webber, Harold 1967 Lever Bros.
Weeks, Carl 1947
Weeks, Sinclair 1949-50, 1958 Sec. of Commerce
Weinberg, Sidney 1949-50, 1958, 1967-68 Goldman, Sachs
Weiss, Ed 1950 Weiss & Geller
Weiss, Lewis A. 1949 Donlee Broadcasting
Wennerstrum, Charles 1947 Judge, Nurnberg
West, Paul B. 1950 Assn. of National Advertisers
Wheeler, John 1950 Bell Syndicate
Wherry, Kenneth S. 1949 Senator
White, Frank 1949 Columbia Records
White, Theodore H. 1968
White House 1947
Whitney, John Hay 1951
Wickersham, Ben 1950
Williams, A.L. 1968 IBM
Williams, Paul 1953
Williams, Walter 1949 Continental Inc.
Willis, Paul 1949-50 Grocery Manufacturers
Willkie, Fred 1949
Willys-Overland Motors 1947
Wilson, Charles E. 1949 General Electric
Wilson, Richard 1949
Wiltwyck School 1949
Windsor, James H. 1967-68 Equitable of Iowa
Winger, A.E. 1947, 1950 Crowell-Collier
Winship, L.L. 1947 *Boston Globe*
Wirsig, Woody 1950, 1958
Woestendiek, Bill 1968
Wolcott, Jesse 1947 Congressman
Woman's Day 1958

Woodbridge, Henry 1967 Hillwood Corp.
Woodley, Albert 1950
Woods, Mark 1947, 1950 ABC
Woolworth, Mrs. Norman B. 1967
Writers' Digest 1958
Wrong, Hume 1950 Canadian Embassy
Wu, K.C. 1967
Wyzanski, Charles 1950 Judge

YWCA 1949
Yale University Press 1947
Yntema, Theodore 1949
Yoakum, Robert 1958
Yocum, Curtis 1950
Young, John Orr 1950, 1952
Young & Rubicam 1958
Youngquist, G. Aaron 1950
Younkers 1947, 1949

Zacherle, Hedo 1951
Zanuk, Darryl 1947, 1949, 1951-52
Zinsmaster, Henry 1950

SECTIONS 3 and 4 GENERAL SUBJECTS

American Broadcasting Co. 1946-47
Correspondence and financial information relating to stations
WCOP, WOL, KRNT, WHOM, WNAX

American Newspaper Publishers Association 1968
Correspondence regarding membership and the annual meeting

American Society of Newspaper Editors 1947
Regarding Cowles' resignation

Attwood, William 1967
Editor-in-chief of Cowles Communication and *Look*

Beale, Sir Howard 1966

Guest list and preparation for dinner honoring

Benneyan, George 1959

Cowles employee who researched book, "The Story of Look"
which was never published

Books 1946, 1947 Reviews and lists

Boys Club of America 1967

Correspondence and fund-raising, includes Richard Nixon letter

Century Association 1960

Correspondence regarding membership

Churchill, Winston 1949

Guest list and program for a dinner honoring

Committee for Economic Development 1959-60, 1967, 1968

Three folders. Correspondence and memos. Cowles was a member of
CED and chair of Information Comm.

Committee for the Marshall Plan 1947

Correspondence and memos

Cowles, G. 17 folders

Group of material of a personal, biographical nature

Cowles, G. various dates

Articles by and about, memos, pictures, two newspaper birthday parodies 1963

Cowles, G. "By G. Cowles"

Items written by Mike, many dates

Cowles, G. "About G. Cowles" 2 folders

Newspaper and magazine articles, many dates

Cowles, G. Affiliations List 1962-67

Memos and correspondence relating to different organizations

Cowles, G. Birthday – 60th 1963

Correspondence and mementos

Cowles, G. Business memos 1967-68

Memos and correspondence, not found with particular subjects

Cowles, G. Invitations 4 folders

Covers Jan.-Feb. 1968, March-April 1968, May 1968 and June-July 1968

Cowles, G. Reports on Trips 1947, 1950

Internal memos on trips to Europe in 1950 and around the world, 1947

Cowles, G. Residences 1972

Correspondence and documents

Cowles, G. Thank-you letters 1967-68, 1972

Cowles, John Speeches, various dates

Cowles Family

Various dates and material regarding other members of the Cowles family

Cowles Communications Inc. 3 folders

Annual reports, 1965-70, 1973; Press releases, 1967-68;

Reports, correspondence, memos, 1966-68, 1972, 1974

CMBI – Cowles Magazines and Broadcasting Inc. 3 folders

Board of Directors meetings, 1960-61

Public stock offer proposal, 1961

Registration with SEC, 1961

CMI – Cowles Magazines Inc. 16 folders

Material date 1950-53. Correspondence, memos, etc. related to *Quick*, *Flair* and *Look*: Annual report 1946; Annual report, 1947; Dinner parties, Cowles House, 1951; Harvard alumni bulletin, 1951; Hollywood article, 1951; Hollywood office, 1953; *Look* reports, 1951; Management notices, 1950, 1952-53; Memos 1950-51; Miscellaneous, including financial data; Operation report, 1946; Operations report, 1947; Paris Office, 1950; Personnel, 1950; Rosten, Leo, 1951; Stassen, Harold, 1951 (other folder name under S)

Cowles Broadcasting Co. 1947

Correspondence with T.A.M. Craven, Vice President

Cowles Merit Scholarships 1965-67

Correspondence and description

Crowell-Collier 1953

News and financial information

Curtis Publishing Co. 1967

News, financial information, annual reports

Darling, J.N. "Ding" 1953, 1967

Register and Tribune cartoonist, correspondence

Dart, Justin 1963, 1967

President, Rexall Drug & Chemical Co., correspondence

De Seversky, Alexander P. 1947

Speech by Major de Seversky

Des Moines Register & Tribune 8 folders

Booklets 1946, 1951

Glendalough 1951 List of turkeys given

Miscellaneous 1947, 1951 Correspondence, memos

Miscellaneous 1974 Correspondence, memos

Reader interest report by George Gallup

Stock valuation 1972-73

Washington Bureau 1947, 1951-52 Includes other Cowles publications

Washington Bureau 1958, 1967-68

Drake University 1951, 1967

Correspondence with Henry Harmon, 1951; other correspondence, 1967

Eastern Enterprises 1953

Correspondence and financial data

Education News 1968

CCI publication which lasted about a year, correspondence and memos

Eisenhower, Dwight D. 3 folders 1947, 1950, 1952, 1953, 1956, 1960, 1963, 1965

Correspondence with DDE, clippings, other correspondence including

Chester Bowles. Pre-election data, *Des Moines Register* treatment of Eisenhower's farm policy

Family Circle 1968

Memos, correspondence, including Ann Landers

Federal Communications Commission 1952

Correspondence relating to testimony before

Flair 7 folders 1949, 1951

Biddle, Margaret

Gingrich, Arnold correspondence re personnel and advertising

Gower, William

Miscellaneous
Paris Office
Subscription
Weintraub & Co.

Garmisch Conference 1955

Correspondence and memos relating to conference sponsored by Carnegie
Endowment for International Peace

Godfrey, Arthur 1953

Correspondence on proposed series

Golden Laurel Awards 1952, 1953

Correspondence and memos, Cowles served on jury for European films

Gormley, Art 1953, 1963

Correspondence with business manager of *Register & Tribune*

Gunther, John 1948, 1949, 1951-53

Correspondence, mostly regarding articles for *Look*

Harding, Jack 1946-47

Memos and correspondence regarding *Look* legal matters

Harvard 15 folders

Correspondence and memos concerning various Harvard Board of Overseers
Committees, especially regarding Near Eastern Language and Literatures, the
Center for Middle Eastern Studies and the area of Music. 9 folders

Class of 1925 2 folders

Annual reports, 1947-1950 and Treasurer materials

General 4 folders

Covers 1951, 1968, 1970-71 and 1972-73

Henry, John 2 folders 1951-52 and 1953

Register & Tribune employee. Correspondence includes the subjects: Ding Darling
cartoons, Iowa political information, Eisenhower, Stassen

Herrick, Jean 1951, 1952-53

Look's Hollywood vice-president, memos and correspondence

Hill, Luther 4 folders: 1946-47, 1948-49, 1951-52, 1953-54, 1958

General manager of *Register & Tribune*, correspondence and memos,

Includes radio stations.

Hobart & Wm. Smith College 1968

Cowles gave the commencement address and received an honorary degree

Humphrey, Hubert 4 folders

Dinners honoring HHH: 1966, 1967, 1968

General correspondence, 1968

Indian River newspapers 2 folders: 1970-71 and 1972-73

Correspondence, much with John Harrison

Kennedy, John F. 1963-64

Correspondence regarding publications about JFK. Includes letters from Jacqueline Kennedy, Robert F. K. and senators and congressmen

Kruidenier family 1951, 1953, 1960

Correspondence with David, Florence, Robert & David Jr., Personal and business Matters

Lakeland Ledger 1965

Report by Harry Squiers on condition of the paper

Lippmann, Walter 1951-53

Correspondence regarding items for publication

Look magazine 86 folders

This group includes various articles of correspondence, memos, clippings, etc. related to the business of publishing *Look*. Arranged according to sub-heading, the rule of provenance was observed unless another arrangement was obvious.

General or miscellaneous 4 folders

Advertising 11 folders 1946, 1947 (2), 1948 (4), 1949 (2), 1959, 1967-68

Annual meeting 1948

Articles in *Look* 13 folders 1947, 1948, 1949, Jan. 17, 1950, April 11, 1950, August 15, 1950, September 26, 1950, December 5, 1950, December 19, 1950, 1950-51 (2), 1953, 1960

Audience study 1949-50

Awards 4 folders 1950, 1951, 1952, 1964 & 1966

Aylesworth, M.H. 1949

Books 5 folders 1946 (2), 1947, 1968, 1975

Budgets 1949

Buildings

Chicago Office 1946, 1960

Circulation 1945, 1946, 1948

Cost – Articles 2 folders 1962, 1963

Cripps, Sir Stafford 1949

Editorial Department 4 folders 1946-47, 1948-49, 1951, 1965 & 1968

Editorial Minutes

Editorial Previews

Editorial Staff

Employee Attitude Survey 1954

Guild 1946

Liquor Advertisements 6 folders

Look at America

Look Reports 1952

Memos 1947-48

Motion Pictures 1946

Paper 1947

Philadelphia Office 1946-47

Postal Laws 1947

Promotion 1946-47

Promotion Meetings 1947

Purchase Orders 1946

Questionnaire 1947

Reader Mail Complaints 1966

Reader Mail Report 1947

Readership Study

Redd, C. O. 1947

Roosevelt, Elliott

Subscription Department 2 folders 1946, 1950

Suspension 4 folders 1-1971, 2 Personnel, 3 – Post-*Look* Proposals, 4 – Subscribers

Syndicate Department 1947

Lowe, William 1949, 1952-53
Exec. Editor of *Look*, Correspondence and memos

MacDonald, Kenneth 2 folders 1949, 1951-52 and 1953, 1960, 1966
Editor of *Des Moines Register & Tribune*, correspondence & memos

Manno, Vince 1966-69
Correspondence with newspaper broker

Milloy, James S. 3 folders 1951, 1953, 1963
Vice-president of CMI, correspondence regarding business, political and advertising advice and gossip

National School Boards Association 1964-65
Correspondence re speech Cowles gave

New York Times 1970, 1971, 1974
Correspondence and memos, mainly dealing with CCI's relationship to the New York Times Co. Includes Arthur (Punch) Sulzberger

New York Urban League 1966-67
Frederick Douglass Awards Dinner; Cowles received award in 1967

Nixon, Richard 2 folders 1953-54, 1956 and 1960-61, 1963, 1967

Correspondence

Pan American flight 1947 2 folders

Correspondence and clippings regarding an inaugural flight of the first commercial airline around-the-world service

Phillips Exeter Academy 1951, 1968

Correspondence

Political Material 1974

Includes correspondence with political figures regarding campaign financing

Pulitzer Prize Committee 1951, 1955

Correspondence

Quick 4 folders 1949, 1950, 1952

Election predictions, 1952 Magazine Audience Survey, 1950

Subscription Dept., 1950 Testimonials, 1950

Radio and Television Stations 3 folders

(1) 1946: WCOP, Boston; WOL, Washington; KRNT, Des Moines; 1951: WCOP, WNAX, Yankton, S.D.

(2) 1958: WHTN, Huntington, W.V.

(3) 1967-68: WREC, Memphis; WESH, Orlando and Daytona Beach

Republican Party

1952 Campaign, correspondence and memos

1958 Campaign, correspondence and memos

Rockefellers 1952, 1965, 1966, 1968, 1974-75

Correspondence and memos: David, John III. Laurance, Nelson & Mrs. Winthrop R.

Roosevelt Trip 1954

Correspondence and memos regarding a proposed trip to Russia by Eleanor Roosevelt

“Round-the-World” Trip 1957

Itinerary and correspondence re trip taken by Mr. & Mrs. Cowles

San Juan Star 30 folders

Correspondence and memos re the management of the Puerto Rican paper

(1-4) General: 1959, 1960, 1961-65, 1966-71

(5) Advertising

(6-11) William Dorvillier, editor: 6 – 1959, 7- 1960, 8 – 1961-62, 9 – 1963-64, 10 – 1965-66, 11 – 1967-68

(12) *El Mundo*

(13) Employees

- (14) Financial Reports
- (15) First Issue
- (16) Gormley, Art
- (17) Puerto Rico
- (18) Sale, 1970
- (19-20) Squiers, Harry 1965 and 1966-67
- (21) Subscriber Study
- (22) Sunday edition
- (23) Sunday edition, 1962-63
- (24) Viglucci, Andrew
- (25-29) Zerbe, John, 1960(2), 1961, 1962, 1963-66
- (30) Zerbe, John, Jr.

Shook, Don G. 1946-47
Memos, General manager

Speeches by others 6 folders
Various speeches and publications by others in the Cowles organization

- (1) 1950-51, 1955, 1957-58
- (2) 1961-63
- (3) 1964-65
- (4) 1966-67
- (5) 1968-69
- (6) 1970

Starpress 3 folders (1) 1963 (2) 1964 (3) 1965
Correspondence and memos, financial data about this printing business in Puerto Rico

Starzinger, Vincent 1946, 1949, 1951-53
General counsel to the *Des Moines Register & Tribune*, correspondence

Stassen, Harold 1947, 1952
Correspondence, booklets, clippings

Stassen Conference 2 folders 1950

Stevenson, Adlai 1965-66 Correspondence

“Story of Look” 50 folders
Management gave George Benneyan the task of producing a book on the history of *Look*. He amassed much material from research and interviews. Then it was decided not to publish the book. The material was kept together and labeled “The Story of Look.”

Miscellaneous material 7 folders
Advertising

Audience
Awards given
Awards won
Buildings
Circulation
Editorial
Features
Illustrations
Interviews – Misc.
Interviews – B. and C.
Interviews – Cowles, F.
Interviews – Cowles, M.
Interviews – Des Moines
Interviews – Doyle
Interviews – E.
Interviews – Gallup
Interviews – Gartner
Interviews – Harding
Interviews – Herrick
Interviews – Hill
Interviews – Koester
Interviews – Logan
Interviews – M
Interviews – Mich
Interviews – Myers
Interviews – Patterson
Interviews – Perkins
Interviews – Pope
Interviews – Shaw
Interviews – Thiesen
Interviews – Whatmore
Interviews – Wilson
Interviews – Wirsig
Magazone
Merchandising
Operations Management
Personnel
Photographs
Pictures
Production
Promotion
Success

Streit, Clarence 1947

Editor of *Freedom & Union*, correspondence

Suffolk Sun 2 folders

1966-67, Correspondence, memos, clippings, figures
1969 Suspension

Sulzberger, Arthur O. 1970-71

New York Times publisher, correspondence

This Week (magazine) 1967

Correspondence, memos

United Airlines 1951, 1967, 1974

Correspondence, memos

United Nations 1967

Correspondence

U.S. Assoc. International Chamber of Commerce

Correspondence, memos

Venture (magazine) 3 folders

Correspondence, memos: (1) 1968, (2) 1968, (3) 1967, 1974

Weinberg, John 1968

Correspondence, memos

Whatmore, Marvin 1947, 1958, 1967-68

Correspondence, memos

William Allen White School of Journalism 1968

Report, correspondence

Wendell Willkie 14 folders

Correspondence, memos, financial reports relating to Willkie's memorial funds and trusteeship of *One World*

(1) Biography

(2) V. Blood proposal of a memorial for Willkie, correspondence

(3) Freedom House 1945-48, Willkie memorial, correspondence

(4) Grant requests 1944-45

(5) Grant requests 1946-47

(6) Grants 1944-47

(7) Indiana University, correspondence regarding memorials

(8) Memorial proposals

(9) *One World*, correspondence, clippings

(10) Tax exempt ruling

(11) Trusteeship 1944-46

- (12)Trusteeship 1947-49 Deposits and royalty statements
- (13)Van Doren, Irita Correspondence
- (14)Willkie, Mrs. W. and Philip Correspondence

Wilson, Opal 1947, 1949, 1958 Correspondence

World Wide Helicopters

SECTION 4 Drawers 17-20 Material Not Suited to File Folders

Drawer 17: Reports and publications by *Look* and regarding *Look*

Drawer 18: 1963 report on *Look* operation
Manuscript copy of "A Look at My Life" by Gardner Cowles Jr.
Matted photograph of Mike
Recording: Mike Wallace interviewing Fleur Cowles

Drawer 19: Paper done by Herb Strentz on Cowles and Willkie
Sample issues of *Look*
Transcript and tapes of interview with Mike Cowles
Notebook on *Look* direct mail

Drawer 20: Sample issues of *Look*, including very early ones
Sample layouts
Two notebooks of Bill Attwood letters
Script for "I Love Melvin"

Addendum

The following is a list of material added to the original gift of papers. This second group of papers was received from the New York office in early 1995, sent by Martha Stephens.

As before, the file labels are nearly always verbatim – from the original Cowles labels. The photographs were filed as they were found. The files were alphabetized.

A few items were filed in the original group of filing cabinets with like materials. These were:

Page proofs of Mike Looks Back

Block used for Edda's Cradle

Business Week, 10/8/1949

Time, 7/1/35, 5 copies and 12/9/46

Printer's Ink, 7/31/1959

Quill & Scroll, 2-3/1938

Newsweek, 12/9/1946

Insiders Newsletter, 1964-67

Life, Kennedy memorial edition

Quick, first edition box

Drawer 21: Business Diaries: 1946-1975, 1978-1985

Drawers 22 and 24: Photographs

LTC & Children pictures

1953 Moisie River (see 1967 file – letter from Frank Howland)

Dinner in honor of Gov. Archie Alexander (Virgin Isl.) Basildon Room. Waldorf Astoria

October 26, 1954

Gardner Cowles & Fred Cody 1952

Gardner Cowles in Yankton, So. Dakota

Press Party for *Flair* 1950

LOOK Company Party 1954

LOOK All-America Football Dinner

LOOK All-America Football Dinner – December 5, 1958

Pan American Inaugural Flight of Luxury Service to Buenos Aires – June, 1950

G.C. & Ted Husing – Drake Relays

Advertising conference (LOOK)

LOOK Company Party

LOOK Movie Awards

LOOK Movie Awards – March 1955, GC, Fleur Cowles, Judy Garland, Bing Crosby,

Justin Darts

Backstage of “Fanny” – GC, Fleur, Shah of Iran & Saroya

London Daily Mirror Cocktail Party – May, 1948

University Club Reception (GMC) 1949

GC meeting Adlai Stevenson at airport on his return from around the world trip

(February-mid-August, 1953)

Ceremonies unveiling bronze plaque to the memory of Wendell L. Willkie – 2/18/1950

GC made presentation speech

John Cowles & Gardner Cowles

G.C & Wendell Willkie

Gardner Cowles, Sr.

Mrs. Gardner Cowles, Sr.
John Cowles
Pat Cowles
Fleur Cowles
Fleur & Mike Cowles
Mike and Jan Cowles
Lois Cowles Harrison
Kate Cowles
Pictures of Virginia Cowles taken 3/1961
GC at 1960 Ad Luncheon
GC & Mayor of Detroit June 1960
GC's Pix – Des Moines Register 1960
Round-the-World Trip 4/1963 Pictures
Gardner Cowles March 1962
Cowles/Khrushchev Interview, Mr. and Mrs. Edward Korry 4/20/1962
Cowles. Gardner family
Pix for Publicity (Taken by Phil Harrington 2/1963 for annual report)
Gardner Cowles biography (current)
GC, Fleur, Justin Darts Jan. 28-29, 1952, Royal Hawaiian Hotel, Pacific and Asian trip
WREC – Memphis, Tenn. Luncheon
GC & Milloy – used in Star for GC's 60th birthday party 1/1963
Pix of Prime Minister Nehru at RTES Lunch 11/10/1961
GC Sigma Delta Chi presentation 5/12/1962
GC at Rochester, NY Chamber of Commerce 75th Anniversary Dinner
GC at Rochester, NY chamber of Commerce, Thurs. 11/8/1962
LOOK Building (N.Y.) 1951
LOOK Editorial Board June, 1947
GC, Dwight D. Eisenhower and John Cowles 1952 campaign
GC and Sloan Colt at CED meeting
Pan American global flight July, 1947
GC passport pictures
GC at Foreign Policy Association
United Airline Board of Directors 1954
Pictures taken at Weston, CT house by Leon Fletcher 1955. Also picture of Sarah
Churchill
Hennepin Society dinner 1954
Pix Paris Marc Chagall
R and T GC pictures
Salmon Fishing Trip, 7 Islands, Quebec, Guests of Abitibi Paper Mills (Sque Church)
June 1953
Far East trip Korea 1952
Cuban American Business Conference, Havana Cuba 12/14/1956
Newsweek cover pictures, GC and Fleur 10/8/1949
Pulitzer Prize Board 4/25/1952
GC, Fleur, Lois and Mike Gumaer Bermuda June 1951
GC and Lois Thornburg Cowles

Pat, Lois and Jack Bermuda 2/19/1956
GC Pictures taken in the past
Register and Tribune building 3/1962
LOOK covers 1954
Celebrity Register 1959
Miscellaneous
GC recent pictures
GC pictures taken recently
Publicity Pix (Discontinued using 2/1963
GC in South Vietnam 3/1965
GC with Bennett Cerf at EXPO '67
United Air Lines Directors 9/1968
GC and Rosel Hyde of FCC IRTS luncheon at Waldorf 9/18/1968
R and T Twenty Year Club 1964
Russell Cowles 1970 European trip
Pan Am Inaugural Russian trip 7/15/1968
Gainesville Sun Remodeled building
GC and Mrs. Douglas Dillon Hobe Sound, FL 2/1968
Cowles-Dorvillier inauguration of Sunday *San Juan Star* 9/1/1963
Mr. and Mrs. Cowles at World's Fair preview General Motors exhibit
GC at Overseas Press Club luncheon 10/16/1963
GC at GMA luncheon 1964
GC at GMA party 11/1965
GC at Paul Miller Day in Rochester, NY 7/1965
GC in South America 1964
GC and Clare Booth Luce at MPA meeting 9/1965
Glendalough Reunion Dinner The Links Club 4/25/1966
Cowles and Whatmore at Mattoon IL Donnelley/*Family Circle* dedication 9/13/1966
GC with Lujo Tonic of Austria 9/16/1966
Paul Miller party at 1967 Gridiorn
GC and Lee Hills 1967 IAPA meetings
Commencement exercises, Hobart & Wm. Smith Colleges, NY 6/1968
Dr. Bruno Kreisky, Foreign Minister of Austria 9/20/1962
GC – photographs
GC Blackstone Photos
GC (taken 1/1961 by Conway Studios)
GC (taken by Gen Development) 10/31/1958
United Air Lines (20th Ann. With United, honor Wm. Patterson) 1963
Publicity photos by Arnold Newman

Drawer 23 – Files

Alioto
Art inventory
Bet file 1962 backward
Bridge Lessons

Cardiff Giant
Cat Key Club
Cowles Communications Inc. – Cooks
Cowles communications Inc. – *New York Times*
Cowles Genealogy
Cowles, Florence Call
Cowles, Mrs. Gardner Sr. – Correspondence, 1947
Cowles, Gardner Se.
Cowles, Gardner – Affiliation List
Cowles, Gardner – Archives and Papers
Cowles, Gardner – Biography
Cowles, Gardner – Christmas Card List, 1947
Cowles, Gardner – Correspondence, 1947
Cowles, Gardner – Correspondence, 1984
Cowles, Gardner – Correspondence, 1985 – 3 folders
Cowles, Gardner – Diary, Post-war trip
Cowles, Gardner – 80th Birthday party – 3 folders
Cowles, Gardner – 80th Birthday party – Thank-yous
Cowles, Gardner – Mrs. Cowles Birthday party 1983
Cowles, Gardner – Files
Cowles, Gardner – Gift List
Cowles, Gardner – Grant Wood painting
Cowles, Gardner – Lists

Drawer 25 – Files

Cowles, Gardner – Memos from 1961
Cowles, Gardner – Memoirs – 7 folders
Cowles, Gardner – Miscellaneous
Cowles, Gardner – Miscellaneous memoranda (R & T) – 1947
Cowles, Gardner – Old biographical sketches
Cowles, Gardner – Papers to Drake
Cowles, Gardner – Pending Matters
Cowles, Gardner – Personal, 1942-45
Cowles, Gardner – Proposed biography, Doris Lynch
Cowles, Gardner – Publicity Material
Cowles, Gardner – Telephone listings
Cowles, Gardner – Wires to Office, 1947
Cowles, Betty
Cowles, John
Cowles, Russell
Cowles, Russell & Nancy
Cowles, Russell – Estate
Final Big Business Dinner
Flair

Gallup material
Gussow, Don
LeCron, Helen
LOOK – Miscellaneous memoranda
LOOK – Hollywood Office, 1946
LOOK – Hollywood Office, 1947
LOOK – Stock list, 1947
LOOK – Women’s dept.
LOOK – Archives to Library of Congress
LOOK – Archives to Columbia Univ. School of Journalism
LOOK – Archives to Drake
LOOK – Archives to WNET
“LOOK Years”
LOOK Magazine
LOOK – History of the company
LOOK - Demise
LOOK – Reorganization, 1946
LOOK Lunch
LOOK Reunion dinner
NY Herald Tribune
Passports
Pundits Dinners – 2 folders
Register & Tribune – Cowles, G. – biographies
Register & Tribune, 1982
Republication Nomination Bet, 1968
Seraphic Secretaries of America
Stock market prophets
Stock bets
Subscriptions
Trammell, Niles, 1946-47
Who’s Who Yearbooks
WREC Radio

Drawer 26: Schedules/Itineraries: 1947, 1951-1985

