# Table of Contents

Summary Information ......................................................................................................................... 3
Historical note...................................................................................................................................... 4
Scope and Contents.............................................................................................................................. 4
Arrangement........................................................................................................................................ 4
Administrative Information .................................................................................................................. 4
Controlled Access Headings ............................................................................................................... 5
### Summary Information

<table>
<thead>
<tr>
<th><strong>Repository</strong></th>
<th>Norman Rockwell Museum Archives - Reference Center Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Look Magazine periodical collection</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>Jul 1964-Oct 1971</td>
</tr>
<tr>
<td><strong>Extent</strong></td>
<td>2.0 Linear feet</td>
</tr>
<tr>
<td><strong>Contact</strong></td>
<td>Norman Rockwell Museum Archival Collections, The Norman Rockwell Museum, 9 Glendale Road, Route 183 Stockbridge, MA 01262, 413-931-2251 <a href="mailto:Venus@nrm.org">Venus@nrm.org</a></td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>English</td>
</tr>
<tr>
<td><strong>Abstract</strong></td>
<td>This collection consists of issues of Look magazine, dating from July 1964 to October 1971. Each magazine features artwork by Norman Rockwell.</td>
</tr>
</tbody>
</table>

### Preferred Citation

Look Magazine Periodical Collection, Norman Rockwell Archives, Norman Rockwell Museum, Stockbridge, Massachusetts.
Historical note

Look magazine was a bi-weekly periodical published from 1937 to 1971. The articles focused on current events and human interest stories. The magazine became well known for excellent photography. Rockwell began painting for Look regularly in 1963, after leaving his position with the Saturday Evening Post. His painting "Audubon Observing the Passenger Pigeon" appeared in the final issue of the magazine.

Scope and Contents

Rockwell works that are found in this collection include portraits of Barry Goldwater and Lyndon Johnson as well as the illustration for the article “Apollo and Beyond,” which was featured in a special commemorative edition of Look.

Arrangement

The collection is arranged chronologically.

Administrative Information

Publication Information

Norman Rockwell Museum Archives - Reference Center Collection Processed in 2012

Access

This collection is open to researchers by appointment.

Copyright

Norman Rockwell Museum abides by US copyright law. Even though Norman Rockwell personally contributed his paintings and archival materials to the Museum, a not-for-profit 501(c)(3), publicity/personality rights to his name and likeness belong to the Rockwell family, managed by the Norman
Rockwell Licensing Company. Some materials in both collections created prior to 1923 are considered to be in the public domain.

The collections are in the legal care and custody of the Museum and its staff, and are governed by an independent Board of Trustees. There is no legal affiliation between the Museum and various intellectual property rights holders of materials kept by the Museum or with Rockwell’s family.

Regarding copies or other reproductions, NRM reserves the right to refuse a copying request if in its judgment fulfilling that request will violate copyright law (Title 17, United States Code). It is the legal responsibility of the researcher to secure permission to publish from the institution with custody of the material as well as the owner of copyright.

Provenance

Materials gifted by various donors.

Controlled Access Headings

Personal Name(s)

• Norman Rockwell, 1894-1978

Subject(s)

• Illustrators--United States.
• Magazine illustration
• Photography