

Text of Look's Statement

Following is the text of a statement by William Attwood, editor-in-chief of all publications of Cowles Communications, Inc., concerning the planned serialization by Look magazine of parts of the book "Death of a President":

Last July, Look was invited to bid for the serialization rights to the William Manchester manuscript, "Death of a President." Look purchased the rights with the full knowledge and approval of the Kennedy family.

To keep the record straight, the public should know that Mrs. Kennedy asked Gardner Cowles, editorial chairman of Cowles Communications, Inc., last August, to postpone the start of the serialization in Look, so that the serialization would not be occurring during the anniversary of the assassination.

That is the time of year which, she said, was most difficult for her. Look agreed to a postponement in accordance with her wishes.

Two weeks later she requested that Look's serialization be reduced from the seven installments originally contemplated. Look agreed to this second request in deference to her feelings and re-scheduled the serialization to four installments.

On Sept. 1, Look announced in The New York Times that the four installments would begin in January.

In late September, Mrs. Kennedy asked Look to see her representative, who wanted to suggest several changes in certain episodes in the manuscript that particularly distressed her. After several conferences, Look sent an editor to England to discuss these changes with Mr. Manchester, who agreed to a number of changes in the areas that were particularly troubling Mrs. Kennedy.

Then Mrs. Kennedy asked Cass Canfield, chairman of the executive committee of



William Attwood, editor-in-chief of the Cowles publications, made statement.

Harper & Row, to meet with Gardner Cowles to consider some further changes. These were considered with great care at two editing sessions lasting over many hours. A majority of them were finally agreed upon with Mr. Manchester.

Other changes or deletions were made by Mr. Canfield and Mr. Cowles which they felt would also avoid distress for the Kennedy family without in any way impairing the accuracy or completeness of the author's important manuscript.

"Mr. Manchester has written a very moving story of great historical significance," Mr. Cowles said Wednesday. "The public should have the opportunity to read it. We feel strongly that it would be improper to withhold this significant document from the American people; to do so would amount to censorship of history. Look, therefore, is proceeding with its plans to publish generous portions of the book in four installments starting with the issue of Look on sale Jan. 10."