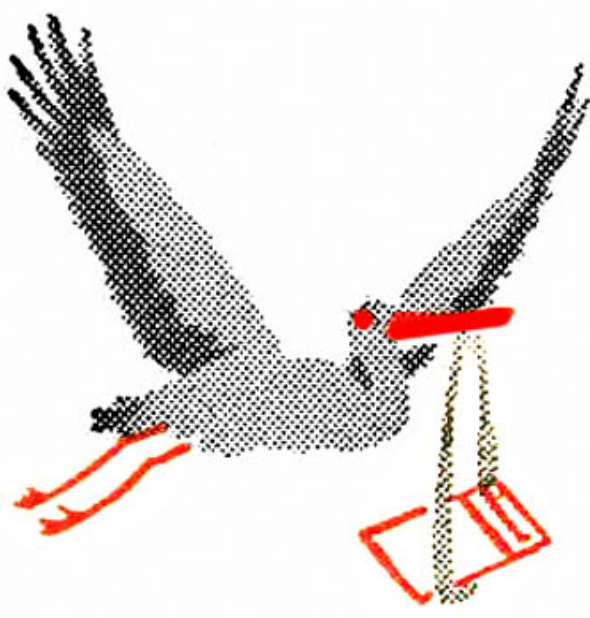


# Newsweek

THE MAGAZINE OF  
NEWS SIGNIFICANCE

FEBRUARY 12, 1945

## The First Dozen



**W**ith this issue NEWSWEEK observes its twelfth birthday and makes its 625th contribution to keeping you well informed. Many changes have taken place within its pages

in those dozen years as the magazine has kept pace with the violent velocity of world events. The first issue, dated Feb. 17, 1933, was a workmanlike job of news digesting by a staff of 22, and for four years it faithfully followed this pattern.

But in 1937, under new ownership and publishing direction, a new editorial formula for weekly news journalism was developed. It was decided that a news magazine which reported past and current events alone was not of sufficient scope to meet the challenge which world events thrust upon it. Thus, appearing on Oct. 4, 1937, as "The Magazine of News Significance," NEWSWEEK undertook a threefold reportorial assignment—to discuss the past, report the present, and foreshadow, as far as is humanly possible, the future.

**Our history since 1937** has been a translation of these objectives into journalistic reality. At that time the Periscope, sensitive detector of news in the making, made its debut. To strengthen our three-dimensional coverage of the news from the nation's capital Ernest K. Lindley became chief of the Washington Bureau. Signed opinions of recognized experts appeared as a further important contribution. The first of these columns to appear was Perspective, written by Raymond Moley. Shortly afterward came Business Tides by Ralph Robey, Book Week by Sinclair Lewis, Theater Week by George Jean Nathan, and Sport Week by John Lardner.



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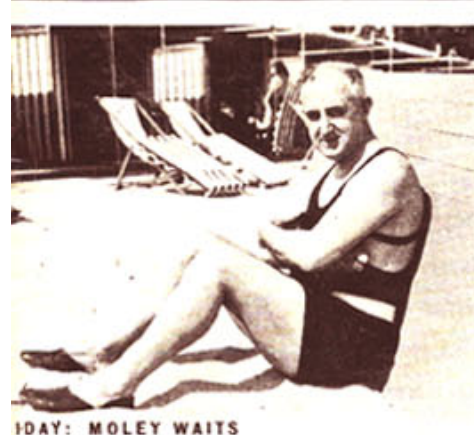
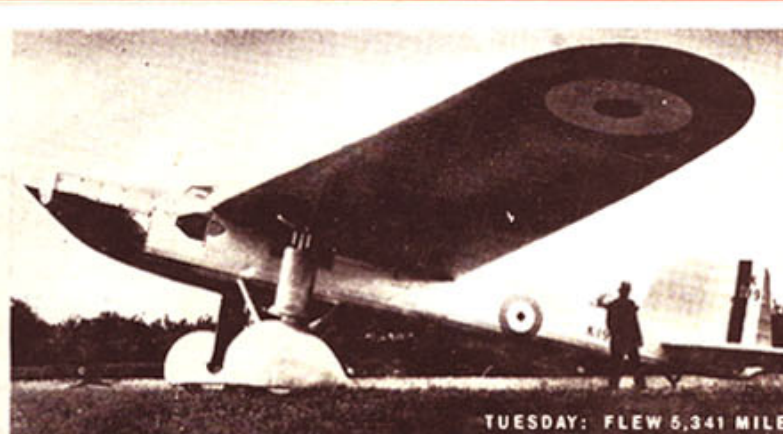


**When Europe boiled over** on Sept. 3, 1939, the tempo of news coverage and analysis skyrocketed overnight. War Tides, now written by General Fuller and Admiral Pratt, replaced Book Week and Theater Week for the duration. Washington became the true news center of the world, so we started our From the Capital page and Washington Tides by Ernest K. Lindley. On Dec. 7, 1941, NEWSWEEK inaugurated Fighting Fronts.

**Since Pearl Harbor** the breadth of our news coverage and interpretation has constantly increased. Today, a worldwide corps of correspondents cable from every active war front. Five special editions—printed in the United States, in Hawaii, Australia, Teheran, and Calcutta and a V-Mail Navy edition—are sent to our fighting men every week. Postwar Horizons, appearing periodically, examines the opportunities and problems facing America after victory. Our editorial staff of responsible reporters and researchers, skilled writers, and authoritative editors has been enlarged many times. NEWSWEEK no longer is written in terms of national readership. Today, NEWSWEEK is published for an international audience which will demand more and more of us.

**We** intend to meet this high responsibility by continuing to anticipate the changing cycles of public needs, keeping always in mind our publishing creed—*A Well-Informed Public Is America's Greatest Security.*

## *The Editors*



*the first issue (1933)*

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