

Family Weekly Is



Ten Years Old!

By **LEONARD S. DAVIDOW**

Publisher of FAMILY WEEKLY

ON SEPT. 13, 1953—just ten years ago—the readers of 33 fine newspapers across the country received the first issue of **FAMILY WEEKLY**, a new colorgrature magazine designed exclusively for the growing middle-sized cities of America.

Ten years are not many as history is recorded, but in the highly competitive magazine business, it can be a lifetime. During this decade, **FAMILY WEEKLY** has earned its place in the publishing world. From these original 33 distributing newspapers with a total circulation of 600,000, the magazine has steadily gained wider acceptance until today it is distributed by 159 leading newspapers with a combined circulation of more than 4,600,000!

So we hope you will pardon our immodesty when we say: congratulations to a healthy 10-year-old. Actually it would be more fitting for us to congratulate the wonderful readers of **FAMILY WEEKLY** who, in ever-increasing numbers, have written us enthusiastic and approving letters (as well as occasional squawks, of course) and the many fine writers, photographers, and artists who have contributed to our 500-some issues.

What have been some of **FAMILY WEEKLY**'s outstanding features during these 10 years? There have been many—some informative, oth-

ers inspirational, prophetic, exciting, thought-provoking, or simply entertaining. To list a few: "We're Working Our Presidents Too Hard," 1956; "The Shame of Our Mental Hospitals," 1958; "Eight Against Death in the Desert," 1959; "How We Hunted Down the No. 1 Nazi Butcher," a great story by Eichmann's captor, 1960; "Are We Endangering Our Children's Children?" a two-part series on the perils of radiation by Dr. Milton Senn, 1961; "The Case of the Bluebell's Last Voyage," an Erle Stanley Gardner true mystery, 1962; "The Lockout of God in Our Public Schools" by Bishop James A. Pike, 1962; and during 1963, "I Found the Girl Lost in the Yukon" by the rescue pilot, and J. Edgar Hoover's credo for parents, "What I Would Tell a Son."

JUST RECENTLY, **FAMILY WEEKLY** has merited editorial recognition from two different sources. First, Doubleday & Company has contracted to publish an anthology of our wonderful series, "My Most Inspiring Moment," by such distinguished authors as Pearl Buck, Irving Stone, Taylor Caldwell, and A. J. Cronin. The anthology will be published in 1965 and will be made available at a special price to **FAMILY WEEKLY** readers who would like to have this outstanding collection of stories in book form.

The second recognition has just been announced this month: **FAMILY WEEKLY** won the \$1,000 first prize for the best magazine article during 1962

on the subject of physical recreation. This award, sponsored by the American Machine & Foundry Company in cooperation with the National Recreation Association, was for the article, "The Soft Life Is Bad Medicine," by the noted heart specialist, Dr. Paul Dudley White, as told to Curtis Mitchell. It appeared in the May 20, 1962, issue of **FAMILY WEEKLY**.

What do you, our readers, think of **FAMILY WEEKLY**? We found out several years ago when the Bolger Company, an independent research organization, conducted a survey of magazine readers. In comparison with such leading magazines as *Time*, *Life*, *Better Homes and Gardens*, and the *National Geographic*, **FAMILY WEEKLY** scored the highest ratings of all in three significant categories: "warmhearted" (displays a deep interest in the welfare of others); "public-spirited" (encourages and aids activities that are in the public interest); and "ethical" (shows strict regard for what is morally right). This survey also gave us high scores for being friendly, unbiased, clear, and imaginative, but it is a source of pride to us that we were rated superior in the areas of morality and good will.

As we blow out the candles on our birthday cake, our wish is that **FAMILY WEEKLY** will continue to merit the approval of its distributing newspapers and their millions of readers. Our pledge is that we shall do our utmost to make every future issue the best possible.

COVER:

This dramatic portrait of Pope Pavi VI was taken shortly after his coronation. On page 8, a Vatican correspondent tells the story of the new Pope's close adviser who grew up in America! Photo from Pix.

**Family
Weekly**

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