

## The Register Today

The newspaper that is delivered to the front porch each morning and evening is not a big item physically. It usually weighs seven or eight ounces. A Sunday paper may weigh up to two and one-half pounds. Also, a daily newspaper is a perishable product. It is tremendously valuable for the first few hours of its existence, yet its "life" is rarely longer than twenty-four hours. By that time succeeding papers have captured the attention of the readers.

Though its career is brief and it is not large in size, the newspaper nevertheless is costly to produce. The Des Moines Register and Tribune Company spends an average of \$30,000 a day on newspaper operations alone. The *Register* and *Tribune* have 1,250 full-time employees in Des Moines and over the state, in addition to 6,400 carrier salesmen and 1,250 motor route men. The route men deliver Sunday papers to farmers. The *Sunday Register* has the largest farm circulation of any newspaper in the United States.

Publishing a newspaper is a highly complex process. News pours into the *Register* and *Tribune* offices over press service wires at a rate of 500,000 words a day. Staff writers in Washing-

ton, Des Moines, and elsewhere add tens of thousands of words to that daily volume. A vital cog in the news-gathering machinery is the Register and Tribune Iowa News Service. This service collects news and pictures from more than three hundred correspondents in all ninety-nine Iowa counties.

In addition to publishing the two newspapers, The Register and Tribune Company has moved with considerable success into the radio and magazine fields. The Cowles radio stations are KRNT, Des Moines; WNAX, Yankton, South Dakota; and WCOP, Boston, Massachusetts. The Cowles magazines are *Look* and *Quick*. Gardner Cowles is president of The Register and Tribune Company while John Cowles is president of The Minneapolis Star and Tribune Company.

Directing the news operations of the *Register* and *Tribune* are Executive Editor Kenneth MacDonald and Managing Editor Frank Eyerly. Editor of the editorial pages is Forrest W. Seymour, winner of a Pulitzer award in 1943 for distinguished editorial writing. Richard Wilson heads the Washington bureau. Two of the *Register's* most popular departments are the farm and sports sections. Farm Editor J. S. Russell is editor of the Iowa Farm and Home Register, a magazine printed once a month as part of the *Sunday Register*. Sec Taylor, long-time member of the *Regis-*

ter and *Tribune* staff, has charge of the widely-known *Register* sports section. The *Register's* football coverage is among the most complete of any newspaper in the United States.

The newspapers also have been pioneers in the use of news pictures. The *Register* was the first newspaper to use the technique of telling a story by a series of pictures. That method is widely employed by the large picture magazines of today. The *Register* and *Tribune* receive more than 50,000 pictures a year from their own fifteen staff photographers, from Associated Press wirephoto, and from other major picture services.

A newspaper, however, does not rise or fall on the basis of these qualities, important though they are. In a 1915 editorial, Harvey Ingham told what it takes to make a real newspaper:

Two avenues of popularity are open to the newspaper. The first is to yield, to flatter, to cajole. The second is to stand for right things unflinchingly and win respect. . . .

A strong and fearless newspaper will have readers and a newspaper that has readers will have advertisements. That is the only newspaper formula worth working to. . . .

After making all allowances, the only newspaper popularity that counts in the long run is bottomed on public respect.