

**HOW TO SYNDICATE MANUSCRIPTS:  
IN THE DAY'S WORK AND PLAY OF  
THE WOMEN AND MEN WHO PREPARE  
THE MATERIAL FOR THE SUNDAY AND  
SATURDAY AFTERNOON MAGAZINES**

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How to Syndicate Manuscripts: In the Day's Work and Play of the Women and Men Who  
Prepare the Material for the Sunday and Saturday Afternoon Magazines by Felix J. Koch

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**FELIX J. KOCH**

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In the Day's Work and Play of the  
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and Saturday Afternoon  
Magazines

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FELIX J. KOCH

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Los Angeles Times, Etc., Etc., Etc.

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THE WRITER'S DIGEST  
CINCINNATI  
1922

II

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## CHAPTER I

### The Syndicate Writer's Study

**T**HE man had set the hour at four, as being most convenient to himself, and The Girl had taken care to be painfully prompt, even going so far as to tour the block half a dozen times, that she might ring the bell just as the clock in the school-house tower nearby struck the first beat of the hour.

She had presented the introductions mentioned over the telephone two days previous, and while she settled herself in the chair he had proffered, he read them through—rather hastily, it seemed.

Concluding the letter from an old friend and good customer on the *News* at Indianapolis, the man stepped to the window and adjusted the shade.

"There are two things you wish to know," he quoted from her conversation with him on the telephone that other day:

"Where to find things to write about for what we call syndicating to the Sunday supplements, and how, having found this material, you can best put it into salable shape?"

She nodded a hasty assent.

He could not guess,—this man who went about, interviewing people of every age and sex, when under every possible form of human emotion—how her very heart was bursting with eagerness for his reply—for the Open Sesame to the career to which, now that she had come and seen even just so much of the writer's workshop home, she had indissolubly dedicated herself!

He could not guess—of course he could not—and so, for one long moment, he stood at the sill, gazing off into sky or space or nothingness, or call it what you will.

Meanwhile the girl looked about her, just as this man, who knew the value of bringing people squarely into certain states of mind, may have expected her to do.

This, then, was the kind of place in which men who did syndicate work, as the Sunday editor of the *News* had said, pursued their livelihoods.

The chamber, she noted first of all—for she had taken a course in industrial hygiene when at college—was large and airy. All preconceived notions of attic sanctums, with bare walls, having their most unsightly chinks hidden beneath colored supplements and rotogravure

pages from the Sunday papers; with battered desks and bare, ink-spattered floors, and masses of crumpled paper littering things just everywhere, were shattered at each turn.

Preconceived notions of inherent love of disorder, of lack of system, of lack of care for even the most ordinary conventions, by the 'free lance writer' she had so long in mind, went by the board, as she let her eyes steal to various parts of this inviting chamber.

Her host was evidently weighing his answer; he stood at the window, silent for some time.

Possibly he was framing his reply. Possibly, student of human nature that he had to be, he was giving his guest time to erase old, popular notions of free lance writers and their Bohemian studies, and giving her time to bring in the new, more correct background.

The room, to repeat, was large—larger than most big-scale living-rooms are built these days—enclosed by almost sound-proof walls, and decidedly high-ceilinged and airy.

A grate-fire crackled on the hearth, dispelling the early autumn chill, for it was not yet so cold that the furnace should be lighted.