

SUNDAY SUPPLEMENTS: AN OVERVIEW

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B.A., Kansas State University, 1968

A MASTER'S REPORT

submitted in partial fulfillment of the
requirements for the degree

MASTER OF SCIENCE

Department of Technical Journalism

Kansas State University
Manhattan, Kansas

1970

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Chapter I

Early History of Sunday Newspapers

Sunday newspapers first appeared as extras during the Revolutionary War. These editions were not premeditated nor did their publishers plan to issue them regularly. Rather, they were published because the war news they contained was too important to wait until the Monday editions.¹

As early as July 7, 1775, Ben Franklin published a one-issue edition to his daily Pennsylvania Gazette.² Franklin called it a "supplement," and thus it bears two distinctions: (1) it was the first Sunday edition ever printed and (2) it was the earliest forerunner to newspaper supplements in the United States. The important news it carried was the surrender of Fort Cumberland.

Two years later, on Sunday, January 12, 1777, Powers and Williams of Boston published a broadside independent of any newspaper.³ It contained war news excerpts from six letters, mostly from Trenton, dated December, 1776, and January, 1777. The letters arrived Saturday night and were published the next day.

Neither this publication nor Franklin's incurred the wrath of the clergy -- a group who were to violently oppose the Sunday press in years to come. Possibly the lack of concern on the part of the clergy at this time was due to two factors: (1) the news was of great general interest and (2) these one-issue editions bore no threat of regular publication.

However, the clergy soon had cause to worry. On December 18, 1796, The Baltimore Monitor published a Sunday edition which was the first known Sunday paper in this country to have been issued with the intent of regular publication.⁴

The New York Observer of 1809 published a Sunday edition on February

19, one week after Abraham Lincoln's birth.⁵ This edition was small, about five by eight inches, with eight pages to the issue. Although in appearance it looked more like a throwback to the first weekly sheets in colonial America, its contents contained news much like that of today. This issue had a summary of the news of the past six days, a list of deaths and marriages, a few short articles, a poem and an "Address."⁶ Other editions followed sporadically.

These papers anticipated the reaction of both the clergy and some of the more religious public and thus were careful to sprinkle religious messages liberally throughout. The feature story on the Monitor publication was titled, "On Diety" and contained this prologue:⁷

A friend lately suggested to me that you intended to open a Sunday paper, peculiarly for the benefit and instruction of the general class of our fellow citizens. This useful design, I hope, will meet with deserved success. There are no less than six papers of this kind published in the city of London. As the nature of this paper will always furnish a moral or religious essay, allow me, without further comment to recommend the following sketch in your first number.

The 1809 New York Observer's Sunday edition carried this more direct message:⁸

Some of those over pious people, who find so much fault with us, read with greatest eagerness, the papers published on Monday; though it is well known that almost the whole of the labor attending the printing is performed on Sunday. The Observer is printed on Saturday night; and we no more break the Sabbath by delivery of it on that day, than the minister who delivers his sermon.

Still, these were the brave ones. Most daily newspapers tried to avoid conflict with the clergy by either not attempting a Sunday edition or publishing a Saturday edition instead. These Saturday editions, though, were clearly meant for Sunday reading.⁹

In 1835, James Gordon Bennett, an enterprising editor, issued a

Sunday edition of his New York Herald. This issue met with so much opposition that he discontinued it after a few editions. However, Bennett was not one to ignore an obvious market. Sunday was a day of worship, but it was also a day of leisure. People had more time to read papers and in the preelectric light days, had more daylight to read by. Therefore, in 1838, Bennett tried again. This time his Sunday paper lasted five months.

It was not until 1841, however, that he finally issued a Sunday paper which was successful.

Sabbatarians were enraged at the "desecration" of the Sabbath. By the 1850s, the Sabbatarian Committee was well into the battle. Newsboys hawking the Herald were arrested for disorderly conduct.¹⁰

In November, 1853, a judge ruled that selling newspapers on Sunday violated Pennsylvania's "Blue Laws" and the Philadelphia Dispatch was fined \$4 per week. A fee they paid, it is said, with some glee.¹¹

This publicity did not harm the Sunday papers. Instead, it helped increase circulation. By the end of 1860 Bennett's Sunday Herald had topped the daily issue by 10,000 copies.¹²

The hostility of the Sabbatarians to Sunday papers led to a new type of publication -- religious newspapers.¹³ But the readers wanted news from their papers, not religion. After a few valiant efforts most of the religious newspapers disappeared.

The Civil War was probably the turning point in the success of Sunday papers.¹⁴ A great demand for news created these papers. But even during this period -- when war news was so sought after -- the Sunday papers carried more feature material than the papers issued during the week. This was a strong indication of the type of reading fare the public desired on their day of leisure.¹⁵

Still another factor was to influence the type of material the Sunday papers published. During the Civil War, the public had grown accustomed to a steady diet of exciting war news. They would never again be content with pre-war reading matter. They demanded something new, exciting, and challenging and the papers did their best to furnish it.

It was this environment which spawned the birth of the Sunday supplement.

Chapter II

Early Sunday Supplements

San Francisco appears to be the birth place of the earliest fore-runner of the modern Sunday supplement magazine. On December 19, 1869, the San Francisco Chronicle, edited by Michael and Charles de Young, printed an eight page edition. The claim was made that this was the largest edition issued in San Francisco to date.¹⁶ This publication appeared on a Sunday and was the first attempt by any newspaper to anticipate the Sunday magazine supplement.¹⁷

Other weekly papers had attempted to fill this need in the journalism of the day, but they died shortly --a result some claim of the Chronicle and others entering into their field.¹⁸

The Chronicle was the first paper in America to have a literary Sunday edition. Although a far cry from the magazine supplement of today, there were similarities. For one thing, there was a decided attempt to gather original material and to present interesting readable selections. No sports column as we know it appeared, but occasionally a column headed "Sporting News" was devoted to the subject.¹⁹

Editors in those early days had some difficulty finding writers for their articles. In San Francisco during that rough and tumble era, not many aspired to literary careers.

Still, articles began appearing by writers such as Bret Harte, Warren Stoddard, Prentice Mulford, and Joaquin Miller.²⁰ The staff filled in with whatever else was needed.

Fiction, in these early times, was based primarily on life on the Pacific coast. Letters of foreign travel were a great drawing card and were read with much interest.

In another part of the country the supplement idea was being tried in a different form. On October 15, 1874, shortly after Joseph Medill took over the Chicago Tribune, a ten-page paper was issued instead of the usual eight pages. Under the name plate on an inner page were the words "with supplement." This edition carried the following announcement:²¹

The Tribune of this morning consists of ten pages. The legal, financial, real estate, commercial, and marine news will be found in the supplemental sheets. Also will be found a description of Lincoln's monument which is to be unveiled today at Springfield and matters of interest concerning the ceremonies, besides other news of the day.

This "supplement" was no different physically from the daily paper. It was merely a daily paper with two extra pages.

The Tribune's supplement was not a regular issue but appeared sporadically. On Friday, October 16, it appeared again. Then on October 27, the supplement was issued with two more pages and the words, "with supplement --12 pages in all," heralded its growth.²²

Other papers soon followed with their own supplements. In 1878 The New York Sun had a Saturday supplement which contained book notices, fictional sketches, essays, and miscellany.²³

Technology was having a hard time keeping up with the increased circulation of papers. But auxiliary presses, purchased by dailies to use for emergencies during the week, were put to work printing these extra supplements.

Joseph Pulitzer entered the field of supplements in 1883 when the Sunday edition of his New York World carried a four-page "Sunday Supplement" in addition to its usual eight pages.²⁴

Meanwhile, in California, young William Randolph Hearst, Jr. much admired the sensational style of Pulitzer and his New York World. Hearst's

father had bought the San Francisco Examiner a few years earlier for political reasons. Now young Hearst begged his father to be put in charge of it, and wanted financial backing from the senior Hearst so he could remake the Examiner into the image of Pulitzer's World. His father agreed and soon California was treated to a west coast version of what was then called the "New Journalism."²⁵

When, on November 7, 1895, the announcement appeared that William Randolph Hearst, Jr. had bought the New York Journal, few realized this announcement also heralded the start of one of the most exciting and colorful eras in the history of journalism, a period of irresponsible newspapering and jingo journalism.

Some claim that if Hearst had not challenged Pulitzer to a circulation duel at the time of the Cuban insurrection, there would have been no Spanish-American War. Spanish atrocities in Cuba, Spanish treatment of Americans involved in the Cuban war for independence and other incidents were played up and embellished. These stories were good circulation boosters.

The atmosphere of competition between Hearst and Pulitzer became even more charged. Hearst sent Richard Harding Davis, a famous author of fiction and travel articles, and Frederic Remington, an equally famous illustrator, to Cuba to cover the war and send back feature stories. Remington didn't like the assignment and wired Hearst: "Everything is quiet. There is no trouble here. There will be no war. Wish to return. Remington."²⁶

Hearst wired back: "You furnish the pictures and I'll furnish the war."²⁷

It was with this intensity that the Hearst-Pulitzer circulation war

raged. The game had no rules and any weapons were allowed. One weapon perfected and wielded during this battle was the Sunday supplement.

Chapter III

The Hearst-Pulitzer Competition

William Randolph Hearst, Jr. had many techniques for success: he always surrounded himself with brilliant journalists bought at whatever salary it took to get them, he believed in the power of the dollar and used it liberally, he knew how to make a newspaper work, and the money he put into the Journal caused its circulation to soar.

His sensational approach to crime, disaster, and scandal rivaled the World's and soon Pulitzer was losing ground. In an attempt to recoup losses, Pulitzer cut the price of his morning edition to one cent and raised advertising prices, a move which worked to Hearst's advantage. Years later Pulitzer was to muse: "When I came to New York, Mr. Bennett reduced the price of his paper and raised his advertising rates -- all to my advantage. When Mr. Hearst came to New York, I did the same. I wonder why, in view of my experience?"²⁸

The furious competition between the World and the Journal centered on the Sunday edition. In January, 1896, Hearst again put into operation his old technique of hiring the best men he could find. This time he had his eye on Pulitzer's Sunday staff.

Hearst's offices were in the World building and he was well aware that some of the ablest men in the field were right upstairs.

Secret negotiations were carried out and soon Pulitzer was amazed to find that his entire Sunday staff -- editors, writers, artists -- had been hired away at twice their salary.²⁹ Pulitzer retaliated by sending his editor in charge to hire them back at double what Hearst was paying them. The next day the entire staff returned.

Twenty-four hours later Hearst again raised the ante and once more there was a mass exodus from the World to the Journal. This time Pulitzer did not attempt to rehire his staff -- but he did terminate the Journal's lease in the World building.³⁰

Morrill Goddard

The real center of controversy was a brilliant young Dartmouth graduate who headed Pulitzer's Sunday staff -- Morrill Goddard.

Goddard was a rather strange man who had an intense interest in odd phases of learning and an inclination toward razzle-dazzle.³¹ It was Goddard who developed the successful formula for the sensational papers of the time. He felt that a good paper should contain the following ingredients:

1. a few pages of usual news and editorials
2. huge page or double-page spreads devoted to sensationallly illustrating various phases of science or psuedo-science
3. an equal amount of crime material -- similarly displayed
4. pages of stage comment with special emphasis on legs
5. sob-sister advice
6. sports
7. society
8. color supplements of comics and miscellany.³²

It was to the last ingredient that Goddard eventually devoted all his energy and talent.

Goddard, one of seven children, was the son of a strict, demanding, well-educated father. His fantastic memory for details can be traced to his childhood. At the dinner table, he and his brothers were made to

recite volumes of miscellaneous information which their father made them memorize from books.

The Goddard children were brought up on the Bible and Morrill developed a keen interest and a sound knowledge of it, which would stand him in good stead in years to come. He also acquired his father's intense fascination in various fields of science. Both these interests -- the Bible and science -- would be reflected in his lifetime as a journalist.

At a time when journalists were making enemies of the clergy, Goddard knew how to handle them. Partly due to his interest in and the knowledge of the Bible, and partly because he wanted to appease the clergy, Goddard's papers were peppered with religious stories. They always had an unusual twist, however, and were never dull reading.

While others drew their wrath, Goddard knew exactly what to do to accomplish his goals and still keep peace with the clergy. An excellent example of this tact was evidenced when Goddard, working for Hearst, published the first colored Sunday supplement. On the cover, in full page, colored glory, was the picture of a religious mass.

Hearst recognized Goddard's genius early. When Hearst tried to hire Goddard away from Pulitzer, Goddard at first hesitated. The story goes that Hearst reached into his pocket and pulled out a crumpled Wells Fargo Express Order for \$36,000. He told Goddard half was his if they made a deal. Rumor has it that it took an additional \$15,000 bonus to be deposited in \$3,000 sums in five different banks.³³

Whatever the real story, the deal was made and Goddard went to work for Hearst. He started as Hearst's Sunday editor and shortly took over the editorship of Hearst's Sunday supplements, a position he held the remainder of his life.

It should be noted that Goddard's move from Pulitzer was not quite as mercenary as it may appear. Pulitzer was not the easiest man to work for and it is said he sometimes dismissed those who were becoming too successful in their own right. Perhaps Goddard felt he had reached that precarious position.³⁴

The Comic War

It was about this time, the early 1890s, that color began to be used to any extent. In 1892, a Chicago paper, the Inter Ocean was the first paper in America to use color printing on a rotary newspaper press. One year later the New York Recorder installed a Hoe color press and the World and Herald soon followed.³⁵

It was the colored supplements which came to distinguish the "New Sunday Journalism." The Sunday World had put out an eight-page edition, four pages of which were in color.³⁶ Hearst immediately ordered color presses which could print more pages.

In the fall of 1876, when the first color press was installed, Hearst issued an eight page color comic supplement called The American Humorist. It was accompanied with the following announcement: "Eight pages of iridescent polychromous effulgence that make the rainbow look like a lead pipe."³⁷

Its further greeting ran:³⁸

A Morning Glory ablaze with light,
I'm here, a bewitching, bewildering sprite,
Fresh as the posies that come from the vernal,
Discreet? Why, of course, but not too coy,
Dainty, yet darling, a thing of joy,
The latest advance of the Sunday Journal.

With brilliant "polychromous effulgence," the Journal's American Humorist blinded the World.

Richard Outcalt's "Yellow Kid" was the pride of Pulitzer's comics. First known as "Hogan's Alley," it was a page-wide drawing of "kids" from the tenements of New York. Someone on the World staff suggested the idea of coloring the central "kid" a brilliant, solid yellow. This "Yellow Kid" was pictured in many situations relating to every day events in New York.³⁹ Soon he became a familiar figure to most New Yorkers.

Outcalt too was lured, along with the rest of the World staff, to Hearst's Journal. Pulitzer then hired George Luks to take Outcalt's place. A very capable man, Luks produced a similar comic serial and New Yorkers were treated to two "Yellow Kids."

The new sensationalism of the time had its critics and "The Yellow Kid" began to symbolize all that was shoddy in these competing papers. The sensational journalism they displayed was destined to be known as "yellow journalism."⁴⁰

Meanwhile Hearst added two more supplements to the Journal: The Sunday American Magazine, Popular Periodical of the New York Journal and Advertiser (later to become the American Weekly) and Woman's Home Journal.

Goddard was made editor of The American Weekly and remained in that position until his death in 1937.

It was during these years that Goddard earned his reputation as "The Father of American Sunday Papers." Under his guidance, the paper thrived and the greatest drawing card was his American Weekly. He edited it, wrote most of the headlines, made most of the layouts, and kept a firm hand on what was printed. In the eyes of some of the staff, though, Goddard was not a person but a machine, geared to only one thing -- his idea of The American Weekly.⁴¹

Goddard was a stern editor. Seldom would he accept the first draft

of a story turned in by a reporter. He would usually read it and with uncanny instinct filter out the one or two unusual aspects to the story. Then he would reassign the reporter to follow up these leads. This often resulted in poor employee relations, but it more often resulted in oddly appealing, unusual, and insightful stories.

Goddard's theory was that there were sixteen subjects which are basically appealing to people. These subjects and their various aspects were his guidelines. All his stories were built around them and to seek out material he built an editorial staff which reached around the globe. The topics he pursued were: love, hate, fear, vanity, evil-doing, morality, selfishness, immorality, superstition, curiosity, veneration, ambition, culture, heroism, science, and amusement.⁴² His formula met with great success.

The circulation war continued well into the twentieth century, a time when yellow journalism reached its zenith. But yellow journalism made its contributions as well. Three notable by-products of this era which proved to be of value to modern journalism were: banner headlines, free use of pictures, and the Sunday supplement.⁴³

Chapter IV

Sunday Supplements from 1900 to 1930

The turn of the century saw the growth of many national associations, syndicated magazines and locally edited magazines. Many met with notable initial success.

The United Sunday Newspaper Magazines reached a circulation of more than two million in the early 1900s but dissolved shortly after.⁴⁴

Associated Sunday Magazines was formed in 1902 by ten independent newspapers. Each paper published a similar twenty-page supplement, ten by fourteen inches, or a little less than tabloid size. By 1910 they had a combined circulation in excess of one million. This organization outlasted some of the others but finally succumbed in 1919.⁴⁵

The New York Times Sunday Magazine made a strong showing as an independent at that time, but basically this was an era of group organizations.

There were two good reasons why this was so. First, small independents could band together and sell advertising as group units and second, they could also buy features as a group that individual members could not afford independently.

In this capacity, it was possible for small local newspapers to print magazine supplements with quality material.

These ventures almost all met with eventual disaster. Two factors influencing their failure were the production problems involved with the start of World War I and the introduction of gravure printing.

Rotogravure printing was developed in Germany in 1913. The editor of the New York Times, on vacation in Europe at the time, was introduced to

its advantages, and he ordered the equipment which The Times used to print its first rotogravure section in April, 1914.

This process enabled newspapers to produce a picture that compares in quality with those published in magazines. The effect is far warmer, more sensitive, and more appealing than letterpress.⁴⁶

Because of this, by the start of World War I, many Sunday editors felt their publications would be challenging even the best independent magazines both for readers and advertising.

The American Weekly

The American Weekly, meanwhile, increased circulation with every addition to the Hearst chain. Despite this, it seemed to lack value as an advertising medium until Albert John Kobler came on the scene in 1917.

Hearst had a sentimental attitude toward his supplement. It is said he loved The American Weekly more than his readers did.⁴⁷ It was his pet. When non-Hearst papers begged to "Chief" to let them carry the supplement, he turned them down. Once Hearst told Mortimore Berkowits, his managing editor: "We have sold every other thing we have; let's keep The Weekly for ourselves."⁴⁸

Kobler changed The American Weekly's poor advertising image in 1917 when he approached Hearst and told him he'd like to run Hearst's color advertising.

"What makes you think you can get color advertising?" Hearst asked Kobler.

"This," Kobler replied, hauling out several contracts from his pocket. He had gotten the contracts for full-page color ads before he approached Hearst.

"How much salary?" asked Hearst.

Kobler replied with a proposition which was to make history: "No salary. Look at these contracts. They call for \$5,000 a page. Your rate is now \$4,000 a page. I want to make the rate \$5,000 -- I get half of the extra thousand and you get the other half."⁴⁹

Eleven years later Kobler claimed to have increased revenue of The American Weekly from less than \$35,000 annually to \$16,000 per page per issue.

After World War I new organizations for selling advertising and features were born. In 1926 more than 100 syndicates were offering at least 2,000 features prepared by 750 writers and artists.⁵⁰

New supplements also appeared after World War I. Some were letterpress and some gravure, but all seemed to have been affected in some way by Goddard. The new publications either tried to improve upon the Goddard formula or to reject it completely.

None were successful until after 1930, when Joseph P. Knapp began a supplement which rejected all that Goddard held sacred. It was destined to not only challenge The American Weekly, but in the end, to out-live it.

Chapter V

The Sunday Supplement from 1930-1940

On September 29, 1934, Editor & Publisher published an article titled, "21 Papers Plan New Sunday Supplement." The article claimed wide circulation of the new enterprise which would extend from "Dallas to Boston and from Minneapolis to Birmingham."⁵¹

The article further predicted that the new publication could be expected to rival The American Weekly distributed by Hearst "under a plan somewhat similar."⁵²

When the supplement was published on February 24, 1935, it fulfilled all its expectations.

The supplement was This Week and it belonged to a group of twenty-one independent newspapers headed by Joseph P. Knapp. For Knapp this was an old dream come true. It was he who started the ill-fated Associated Sunday Magazine in 1902.

This Week was an up-dated version of the plan he had thrity-three years earlier, but this time it would meet with success beyond his imagination.

The magazine was to be the antithesis of The American Weekly. It was to be quiet and toned down. It was to be everything Hearst's supplement was not -- dignified, literary, and non-controversial.

To edit this venture, Mrs. William Brown Meloney was chosen. She was the former editor of the New York Herald Tribune's Sunday magazine and it was rumored that she was part of a package deal. The Tribune would back This Week only if Mrs. Meloney would be made editor.⁵³

Others say there was nothing to the rumor -- that she was actually chosen because the magazine she edited for the Tribune had much the same

format as Knapp wanted for This Week.

Whatever the reasons for Mrs. Meloney's editing position, she did a superb job of making the magazine what it was designed to be.

This Week did well from the start. However, it had its problems. For one thing, the times were changing and with them so was This Week's audience. The pre-World War II years brought a heightened awareness to the public. They wanted less literary fare and more fact-oriented articles. This Week was able to anticipate these changes and alter its format enough to accommodate them.

By the 1940s the supplement had firmly entrenched itself as second largest syndicated Sunday supplement. By 1943 it had moved from twenty-fourth to eighth of all American magazines in advertising revenues and had a circulation of more than six million.⁵⁴ (See appendix for circulation figures.)

Other less successful supplements made their debuts and departures during the 1930s.

In January, 1936, Five Star Weekly appeared in conjunction with more than 100 newspapers in California, Oregon, Washington, Arizona, and Nevada.⁵⁵

It was patterned after the American Weekly but was not meant to compete with it. Its appeal was described as "regional."

McClure's syndicated distributed it and as could have been expected, conflict arose over advertising. The colorful supplement drew so much advertising. The colorful supplement drew so much advertising away from the papers that it was no longer an asset.

Five Star Weekly met an untimely death shortly after it began.

Other publications met similar fates due to advertising difficulties.

In February, 1938, another supplement, This Week End attempted to

avoid advertising problems by dividing advertising receipts with the papers in a 1:2 proportion. However, this did not work either and still another supplement was gone from the scene.⁵⁶

During the years from 1935-1940, Hearst was having problems with The American Weekly. Both advertising revenues and circulation had fallen off.

Hearst still resisted branching out beyond his own chain with The American Weekly. But now it seemed to be in trouble. Mortimore Berkowits, his managing editor, casually mentioned to him one day that he knew how to increase The Weekly's circulation by one million or more. This was no time for sentiment. Hearst hardly hesitated before he agreed. Thus on January 2, 1938, The American Weekly began to distribute through six non-Hearst papers.⁵⁷

Circulation increased rapidly from 1937-1938. In 1940 it again took a dip but by 1943 The American Weekly had a circulation of nearly seven and one-half million. It still was the biggest weekly in circulation in the world.⁵⁸

However, The Weekly was finding out what other syndicated magazines had found out from the start, that changes in individual newspapers might cause them to drop the supplement. Before this, Hearst had an unbreakable contract with his own syndicate.

Now the circulation figures depended not only on the number of Hearst papers sold but also on the number of independent papers sold which had contracted to carry The American Weekly.

Chapter VI

Sunday Supplements from 1940-1950

With the success of This Week, the road was paved for others to venture into the syndicated Sunday magazine field.

In 1941 Parade magazine was added to the list. The idea for Parade was conceived by Ross Art Lasley, an efficiency engineer employed by Marshall Field III to recoup losses incurred by PM, Field's brilliant but unsuccessful paper.⁵⁹

Parade was to be a picture magazine -- a showcase for PM's excellent photography. The supplement developed a successful formula for content. The picture content, it was decided, should contain as much as possible of attractive but decent sex, entertainment, and interesting occupations.⁶⁰

The magazine began to be primarily devoted to pretty girls -- especially show girls and actresses. It had its shortcomings but it did fill a need in the supplement market.

Production and publishing problems during the war would have taken their toll on the new venture except for the strong financial backing of Field. He kept Parade going until it was no longer losing money in 1944.

The war years brought another change to Sunday supplements. There appeared a definite interest in the local, small town market. Even earlier, in 1939, Knapp anticipated this trend and attempted to meet it with a supplement called Vision.

Vision was to be composed of 60 per cent pictures and to be aimed at small towns such as Peoria, Shreveport, Little Rock, and Fargo.⁶¹ The project never succeeded. After announcement of its impending birth, it

disappeared from sight.

The localized, small town idea remained, however. In 1946, K. Lyman Ames launched a new weekly supplement called Nowadays. This supplement too was aimed at the farm and small town market. It folded after two years but this and other sporadic ventures were indicative of a trend for localization which becomes even more evident in later years.

By 1950 This Week and American Weekly were almost tied for first place in circulation, with This Week having a slight edge.

Parade was coming on strong at the time with more than five million in circulation (See appendix for exact figures). In addition, Parade increased its advertising revenues almost as fast as This Week while The American Weekly was losing ground fast in that area.

Chapter VII

Supplements in Trouble

The dream of a successful small town supplement was finally realized in the early 1950s. Family Weekly, edited by William Marriott, made its debut on September 13, 1953. At last a supplement accomplished what Nowadays and others had attempted in the mid-forties.⁶²

Marriott conceived the idea for Family Weekly while working as a senior account executive at Parade from 1947-1950. He knew that advertising men recognized the need for a professionally printed Sunday magazine to filter down into the untapped markets of small town areas.⁶³

Though not mercurial in success, Family Weekly steadily kept pace and has survived when some of its stronger brothers such as This Week and American Weekly were forced to fold.

Trouble with the syndicated supplements was obvious in the late fifties. The problem was primarily based on television's intense competition for national advertising.

Rumors of impending disaster for Hearst's American Weekly were circulated as early as 1961. By November of that year, The Weekly had pulled out of five Sunday newspapers and it planned to disappear from twenty-one more in a deliberate effort to keep afloat.⁶⁴

Some say The Weekly was out-dated as early as 1940. Morrill Goddard, the man who did so much to bring the supplement to life, by his one man rule, may have hastened its death. Goddard's formula for success worked for many years, but even brilliant ideas grow stale with time. Goddard never allowed anyone else to do the master planning for The Weekly -- he was the undisputed boss. Even Hearst himself could not intimidate Goddard.

When Goddard died in 1937, Abraham Merritt, who had been Goddard's assistant for over twenty-five years, took over.

Like Goddard, Merritt had an enormous curiosity and a well-trained mind much interested in the bizarre. Therefore, with Merritt, The American Weekly went on in much the same vein as it had in the past.

What the paper needed was not another Goddard but a fresh approach. Today's readers were much more sophisticated and knowledgeable than they were in Goddard's time. Changing American tastes and advertising difficulties finally took their toll and The American Weekly died a quiet death in 1963.

The three remaining national supplements, This Week, Parade and the smaller Family Weekly, were being squeezed at this time also. Their difficulties were attributed to three factors:⁶⁵

1. Television: Television had preempted national advertising, once the domain of the supplements.
2. Local supplements: In 1963 alone at least six major newspapers began publishing or announcing plans for their own local Sunday Sunday supplements, emphasizing local news of interest to a special audience.
3. Specialized National Supplements: The growth of supplements -- such as Suburbia Today, which stresses country living, and Poise, which is a sixteen page tabloid aimed at the teenage market -- challenged the existing supplements.

It was suggested at that time -- the early 1960s -- that perhaps these specialized national supplements were the key to supplement survival. Evidently, this was not the answer because even these two supplements disappeared shortly after.⁶⁶

However, there still may be some merit in that idea. Specialized supplements are still being experimented with today with some success.

For years only one national publication, Ebony, had been aimed at the negro market. But in September, 1965, Ebony began to get some stiff competition from a new Sunday supplement called Tuesday.⁶⁷

The idea was the brainchild of Chicago advertising man, W. Leonard Evans, Jr. Evans felt the current image of the negro in the American press was unsatisfactory. With Tuesday he hoped to create a new, more accurate picture.

Evans emphasized that Tuesday would not be for blacks only. It was to be a basically black supplement which whites could enjoy too.

"We're just out to integrate the news," Evans said.⁶⁶

That was in 1965. In 1970 Tuesday is still around. In 1969 its circulation figures were over one and one half million⁶⁸ (see appendix for exact figures).

What will happen to Tuesday and other supplements both specialized and national is difficult to predict.

In 1969, the same year that Tuesday was meeting with some success, and Parade reached its peak in circulation (13,295,091), This Week folded.

This Week had been having problems. It dropped from more than 14,000,000 in circulation in 1965 to 11,889,211 in 1968. Then, with no further ado, it folded in 1969 (see appendix for circulation figures).

Changing times accounted, at least in part, to its demise. The same reason was voiced when The Weekly folded. This was not the only reason for their failure, but time did bring changes.

Television, with its instant news coverage, was certainly a factor. In an age when yesterday's news is more out-dated than ever, supplements

such as This Week must close their pages seven weeks before it reaches its readers. Never known for being tremendously exciting in news content, This Week's non-current, non-controversial material made rather dull reading.

In 1968 Crowell Collier bought This Week and tried some bold moves in an attempt to increase circulation. The supplement was offered free to 105 non-subscribing newspapers (it had cost \$5 for each thousand copies). Only two papers were interested.

In a further attempt at salvation, more aggressive articles appeared. This scheme backfired. One article by Margaret Mead, "Natural Ferocity of Women," had an accompanying illustration of a partially naked woman. This incensed two editors. Publishers could not seem to please anyone.

Campbell Geeslin, This Week's former managing editor, summed up the magazine's problems this way: "Like the Saturday Evening Post, we were upsetting older readers faster than we could attract young ones."⁷⁰

Chapter VIII

The Future Of Supplements

The trend of Sunday supplements today is toward localization. The advent of this trend was evident as early as 1940 but no one seemed to be able to handle localization successfully.

A more sophisticated public wants the current national news, but they want to know how it affects them specifically. One method suggested to bridge the gap between local and national news was proposed by Geoffrey Vincent, editor of the Louisville, Kentucky, Courier-Journal and Times.

Vincent set forth the idea of a national Sunday magazine with a local tie up.⁷¹ Every week Vincent was getting requests from different editors for material such as food pictures, fashion layouts, national photo essays, and the like. When he saw this happening with increasing frequency, he began to formulate his plan.

Basically, the supplement he has in mind would provide one nationally oriented magazine piece, one or more color layouts, a cover if wanted, and a color food feature.

The local editor would add his own local material and print it under his own name. National stories would be written in such a way that local details could be inserted. As Vincent put it: "We would provide the Swiss cheese and each editor would fill in the holes."⁷²

Don Feitel, editorial director of Metro Sunday newspapers, sees another trend occurring -- a move toward the big story. He said: "This is the year the Sunday magazine gave up their shotgun approach to news events and went in for the big story with a broadening of vistas and a deeper style of writing."⁷³

Feitel warned that this trend is not all to the good. He fears many editors in their zeal to present indepth stories, may forget that not everyone reads these stories. There is a danger that supplements may become "too heavy" and drive some readers away. Feitel suggested some frivolous light material is also needed for balance.

Sunday supplements are in a stage of transition. Changes are occurring rapidly and individual members of the supplement group may fall, but the future of the supplement idea appears hopeful.

Geoffrey Vincent claims that it is conceivable that in another ten years these Sunday magazines may challenge their parent papers not only on Sunday but simply as the reader's most desirable publication -- any day of the week.

Meanwhile Sunday supplements seem to be going strong. Many locally edited magazines are being produced with excellent quality both graphically and editorially.

The supplement field is now considered the frontier for new free-lance writers who want to write but are having trouble crashing the slick magazines market.

One editor said most articles are now being written by young writers in their twenties and early thirties -- and many of these are women. He went on to say these may not be big-name writers but they are good.⁷⁴

Quality in supplements, however, does not assure survival. Some excellent Sunday magazines have been caught in the collapse of their parent papers. For example, the World-Journal-Tribune's Sunday supplement edited by Clay Felker met its end when the World-Journal-Tribune folded in 1967. The supplement itself was started as a magazine for the Herald Tribune.

Felker developed his style there, bringing forth such "new journalism"

writers as Tom Wolfe, Jimmy Breslin, Peter Maos, and George J.W. Goodman or "Adam Smith."⁷⁵

In 1966 John Tebbell acknowledged the excellence of Felker's magazine (New York Magazine) supplement but voiced doubts that perhaps both the paper and the supplement were too far ahead of the times.⁷⁷

His fears appeared to be well founded, but when the paper folded in 1967 Felker was so committed to his supplement that he bought the name, New York Magazine, with \$6,575 of his severance pay.⁷⁷ He believed in the formula of this supplement so strongly that he wanted to carry it over into a magazine.

Jimmy Breslin said they were so committed they had to keep the magazine alive. "Too much of our blood had gone into it."⁷⁸

The four main editorial thrusts which Felker found so successful were geared to the local market -- New York.

His approach was to (1) record what is happening in the city, (2) tell people how to get along better in the city, (3) project how the city can be improved, and (4) show what a good life the future can be.⁷⁹

Looked at carefully, Felker's formula could be applied to any town, large or small. It simply reflects the trend for localization.

The syndicated supplements which still exist are going strong at this point.

Warren Reynolds, publisher of Parade, stated that this is the fifth consecutive year that Parade has shown increases in both advertising revenues and pages in the first half of the year.⁸⁰ Despite economic cut-backs in many corporate advertising budgets, Reynolds claims Parade is showing no adverse effects. Its advertising pages are up from 271 for the first half of 1969 to 286 for the same period in 1970. Dollar volume is at

an all time high from \$15,748,747 the first half of 1969 to \$18,844,097 the first half of 1970. Reynolds predicts an even better second half.⁸¹

Reynolds also predicts a bright future for advertisement in supplements:

More and more advertisers are taking advantage of the hard sell they get from the supps. These hard-sell advertisements are major market impact and penetration at low cost per thousand plus market flexibility and the tremendous in-home readership with immediate action.⁸²

Summary

The Sunday supplement was first introduced as a means of disseminating news when there was a great need to do so during the Revolutionary and Civil Wars. However, it was immediately evident that these supplements were also great circulation builders. Many daily papers added supplements to their Sunday issues but they often ran into opposition from the clergy.

The Hearst-Pulitzer era of yellow journalism contributed much to make the Sunday supplement what it is today. Before that time supplements did not even remotely resemble modern supplements.

A few early attempts -- notably that of Charles and Michael de Young and their San Francisco Chronicle -- anticipated the future supplements in content if not in form.

Morrill Goddard did more to make the supplement popular than any other man in journalism history. He edited Hearst's American Weekly and made it a phenomenal success. His methods were unusual and his tastes bizarre. The result was a sensational supplement which developed as a lasting editorial formula.

In the end, his one man rule of the American Weekly both accounted for its success and contributed to its failure.

The turn of the century brought a rash of organized newspaper syndicates, many of which failed. From the years 1900 to 1935 no Sunday supplement seriously challenged The American Weekly.

The advent of This Week in 1935, however, challenged The American Weekly's monopoly and paved the way for other syndicated supplements to enter the field.

This Week was the direct antithesis of The Weekly. The Weekly relied on sensationalism, violence, and sex, while This Week was quiet, dignified

and non-controversial. This formula worked for many years as did that of The Weekly, but in the end something different from either was needed and they both died -- The Weekly in 1963 and This Week in 1969.

Parade, introduced as a picture magazine designed to recoup some of the losses incurred by Marshall Field III's paper PM, was a success from the start. Part of its secret was its ability to change with the times which is reflected in the changes in content over the years.

The mid-forties saw a trend toward localization -- an attempt to get to the small-town market. This was attempted at different times through the years but no one ever successfully produced a supplement which would reach this segment until Family Weekly appeared in 1953. It has enjoyed slow but steady success since.

With the advent of television, many supplements ran into difficulties. Advertising revenues fell and eventually some supplements folded. The American Weekly was the first big casualty in 1963.

The mid-sixties show an inclination toward specialty supplements such as Tuesday, a supplement aimed at blacks.

However, the real trend seen in supplements is a decided move to the local market. People today want to hear national news, but they want to know how it will affect them directly.

One proposed plan is for a syndicated magazine supplement which will allow local editors leeway. This magazine would have some national stories presented so editors could insert local interpretation. It has been described as supplying the Swiss cheese while local editors fill the holes.

Another obvious trend is toward indepth articles. This is both needed and looked upon warily. One editor warns that supplements may get "too heavy" if they rely too strongly on in depth articles.

What the future is for any one supplement is very difficult to predict because so many factors are involved. Today Parade is going strong and all indications point to its continued success. However, undorseeable future events, problems with the newspapers which carry it and the fickle tastes of the general public may change the course at any time. Part of the secret for success of any supplement is strong financial backing to get over the rough periods. Another asset is the ability to give the public what it wants before the public is aware it wants it.

No matter what the future of individual supplements, the general future of supplements looks promising. They are still a tremendous medium for advertising as well as great circulation boosters. As long as they fulfill these functions, publishers will make sure the public will accept them.

APPENDIX

Table 1

CIRCULATION FOR AMERICAN WEEKLY
FROM 1945 THROUGH 1960

Year	1945	1950	1955	1960	1965
IN MILLIONS					
12					
11					
10			9,727,482		
9		9,527,846			
8	8,135,982*				
7					
6					
5					
4					
3					
2					
1				1,300,000	
0					
	* Exact ABC Figures				

Table 2

CIRCULATION FOR THIS WEEK
FROM 1945 THROUGH 1968

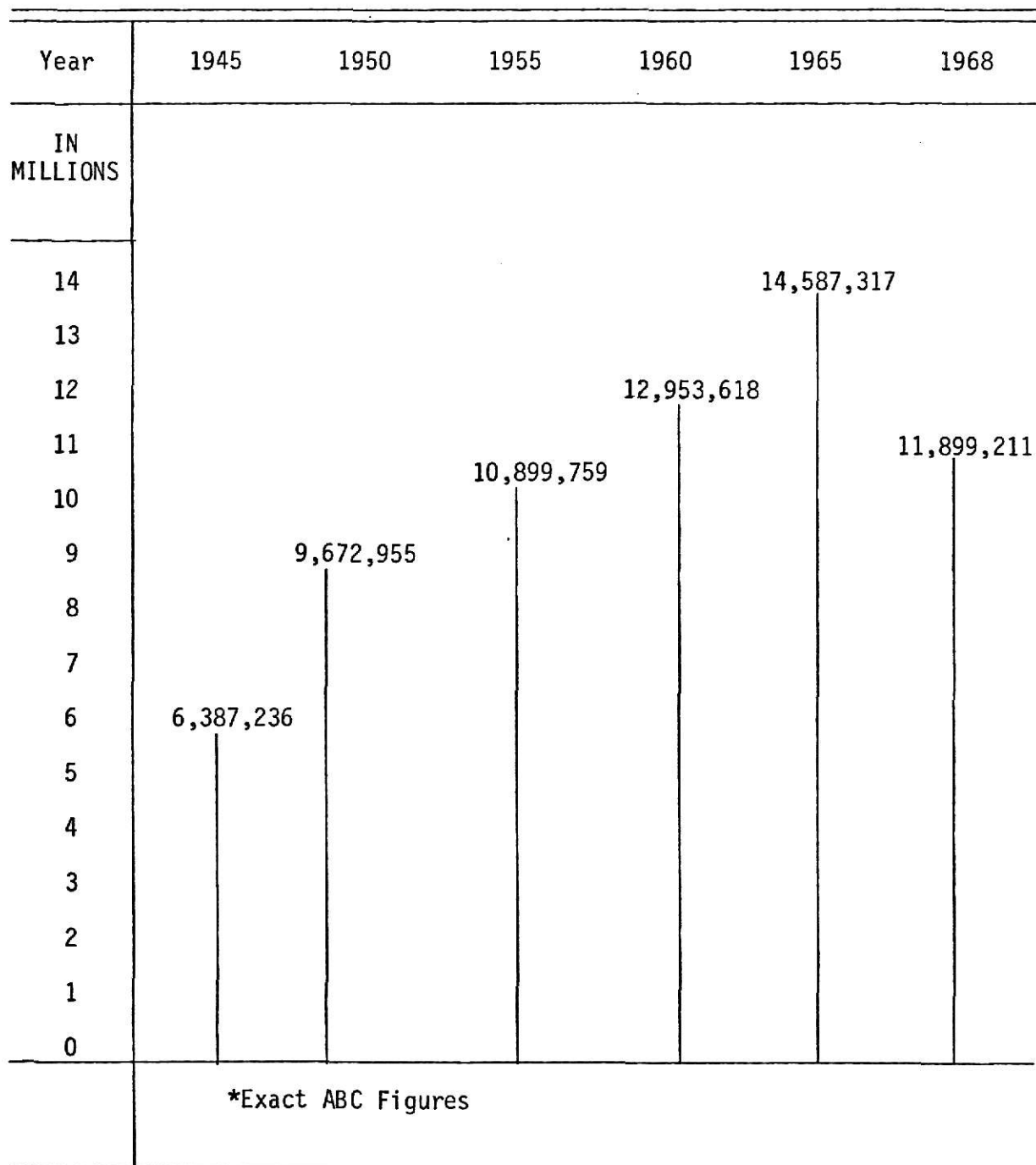
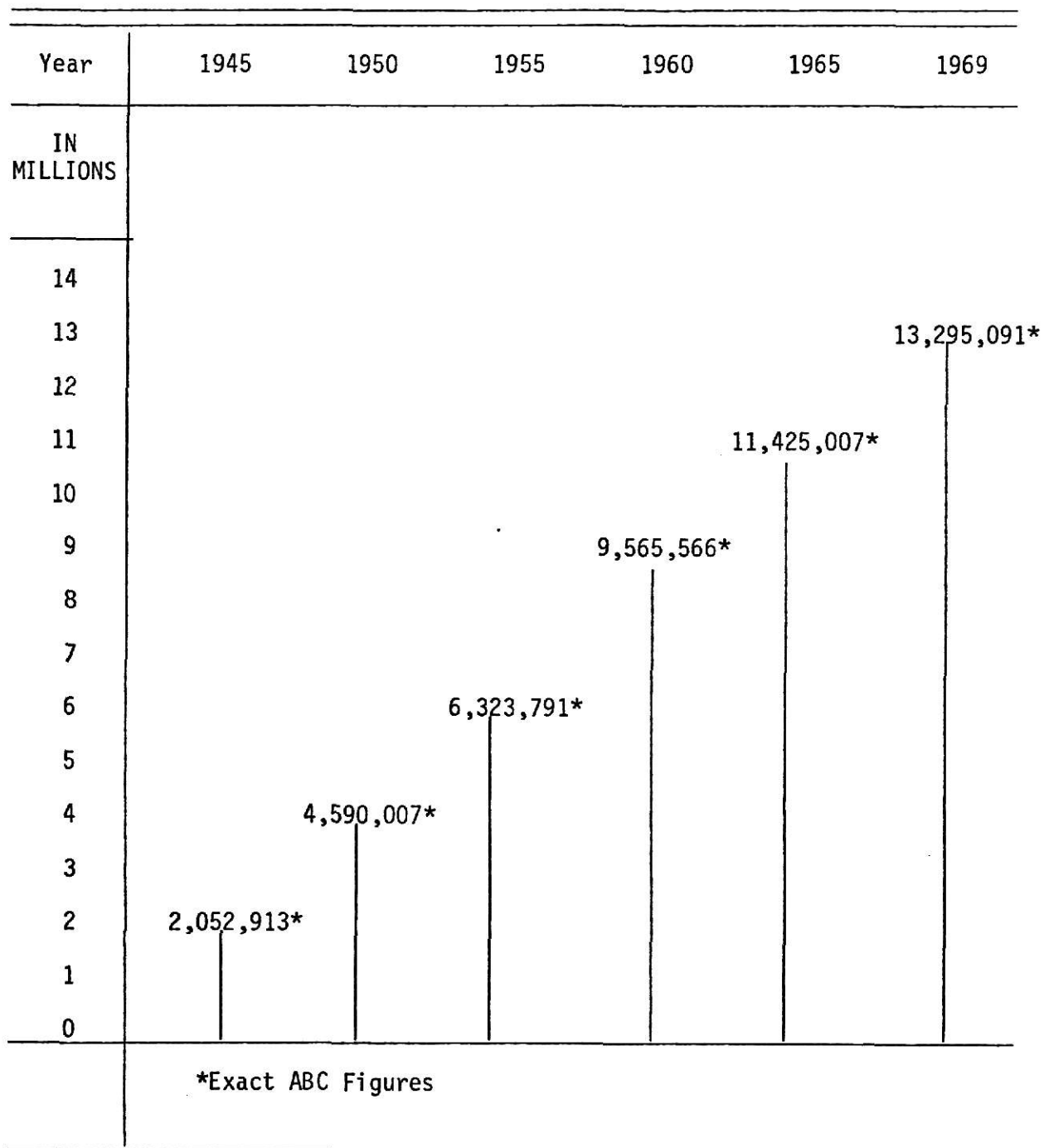


Table 3

CIRCULATION FOR PARADE MAGAZINE
FROM 1945 THROUGH 1969



Footnotes

¹ Frank Luther Mott, American Journalism; A History of Newspapers in the U.S. Through 250 Years: 1690-1940 (New York: Macmillan Co., 1941), p.318.

² Alfred McClung Lee, "First Sunday Paper in Baltimore," Editor & Publisher, (August 25, 1934) p. 7.

³ John Haney, "Nationally Syndicated Sunday Magazine Supplements" (unpublished Ph.D. dissertation, University of Missouri, 1953), p. 53.

⁴ Lee, "First Sunday Paper in Baltimore," p. 7.

⁵ Alfred McClung Lee, "First Sunday Newspaper in the U.S. Published in New York in 1809," Editor & Publisher, (December 2, 1933), p. 2.

⁶ Ibid.

⁷ Lee, "First Sunday Paper in Baltimore," p. 7.

⁸ William Elliott, New York Observer, May 19, 1809," Editor & Publisher (1938). p. 12.

⁹ Mott, American Journalism, p. 318.

¹⁰ Ibid.

¹¹ Ibid.

¹² Ibid.

¹³ Alfred McClung Lee, The Daily Newspaper in America, (New York: The Macmillan Co., 1937), p. 396.

¹⁴ Ibid.

¹⁵ James Melvin Lee, History of American Journalism, (Boston & New York: Houghton Mifflin Co., 1917), p. 396.

¹⁶ John Young, Journalism in California (San Francisco: Chronicle Publishing Co., 1915), p. 99.

¹⁷ Ibid.

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Haney, "Nationally Syndicated Sunday Magazine Supplements," p. 35.

²¹ Ibid., p. 36.

- ²²Ibid.
- ²³Lee, The Daily Newspaper in America, p. 396.
- ²⁴Ibid.
- ²⁵Mott, American Journalism, p. 520.
- ²⁶Ibid., p. 521.
- ²⁷Ibid., p. 524.
- ²⁸Ibid.
- ²⁹Ibid.
- ³⁰Ibid.
- ³¹Haney, "Nationally Syndicated Sunday Magazine Supplements," p. 70.
- ³²Ibid.
- ³³Mott, American Journalism, p. 525.
- ³⁴Ibid.
- ³⁵Ibid.
- ³⁶Ibid.
- ³⁷Ibid.
- ³⁸Ibid., p. 526.
- ³⁹Haney, "Nationally Syndicated Sunday Magazine Supplements," p. 148.
- ⁴⁰Ibid., p. 526.
- ⁴¹Mott, American Journalism, p. 538.
- ⁴²Haney, "Nationally Syndicated Sunday Magazine Supplements," p. 181.
- ⁴³Lee, The Daily Newspaper in America, p. 404.
- ⁴⁴Haney, "Nationally Syndicated Sunday Magazine Supplements," p. 181.
- ⁴⁵Ibid., p. 264.
- ⁴⁶Ibid.
- ⁴⁷"A. J. Kobler Quits American Weekly to Take Over New York Mirror," Editor & Publisher, (Sept. 15, 1928), p. 8.

- 48Ibid.
- 49Ibid.
- 50Haney, "Nationally Syndicated Sunday Magazine Supplements," p. 233.
- 51"21 Papers Plan New Sunday Supplement, "Editor & Publisher, (Sept. 29, 1934), p. 4.
- 52Ibid.
- 53Haney, "Nationally Syndicated Sunday Supplements," p. 234.
- 54Ayer N.W. and Sons, compilers, American Newspaper Annual and Directory, Philadelphia, 1969.
- 55"Five Star Weekly Is Managed By Acme, Editor & Publisher (May 16, 1936), p. 14.
- 56Haney, "Nationally Syndicated Sunday Magazine Supplements," p. 264.
- 57Ibid., p. 363.
- 58Ibid.
- 59Ibid.
- 60Ibid.
- 61"New Sunday Magazine," Business Week (April 29, 1939), p. 36.
- 62"For Small Towns," Newsweek (August 9, 1948), p. 51.
- 63"Small Town Supplement," Newsweek (June 22, 1953), p. 56.
- 64"First To Last," Time (Nov. 3, 1961), p. 41.
- 65"Sagging Supplements," Business Week (Sept. 21, 1963), p. 58.
- 66"It's Tuesday on Sunday," Saturday Review (Dec. 11, 1965), p.90.
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- 69"End of This Week," Newsweek (August 25, 1969), p. 75.
- 70Ibid.
- 71Joseph Landau, "Mad Idea? Chain Supplement Attuned to Local Interests," Editor & Publisher (May 9, 1970), p. 22.

⁷²Ibid.

⁷³Ibid., p. 23.

⁷⁴Ibid.

⁷⁵Stuart W. Little, "How To Start A Magazine," Saturday Review (June 14, 1969), p.

⁷⁶John Tebbell, "What's Happening to Sunday Newspapers," Saturday Review (January 8, 1966), p. 111.

⁷⁷Little, "How To Start a Magazine," p.

⁷⁸Ibid.

⁷⁹Ibid.

⁸⁰"No Sign of Cutbacks in Parade Bookings," Editor & Publisher (June 13, 1970), p. 18.

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SUNDAY SUPPLEMENTS: AN OVERVIEW

by

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B.A., Kansas State University, 1968

AN ABSTRACT OF A MASTER'S REPORT

submitted in partial fulfillment of the
requirements for the degree

MASTER OF SCIENCE

Department of Technical Journalism

Kansas State University
Manhattan, Kansas

1970

Sunday Supplements: An Overview

This study presents an overall view of Sunday supplements from their beginnings to the present. An attempt is made to touch upon all major influences which were responsible for the creation of early supplements, as well as to point out the various trends through the years and prospects for the future.

The first forerunner of Sunday supplements appeared in the San Francisco Chronicle in 1869. This was a far cry from today's supplements but a clear attempt at gathering interesting and original material was evident. The first issue carried news stories, poetry, lists of deaths and marriages and essays.

Later, in the 1890s, the Hearst-Pulitzer era of yellow journalism produced what is considered the modern Sunday supplement. These were used as a weapon in the circulation war of the time and proved to be extremely effective.

Morrill Goddard, the "Father of American Sunday Papers", did much to establish the supplement in the position it holds in journalism today. His sixteen topics which comprised the editorial content of his supplement, The American Weekly, were: love, hate, fear, vanity, evil-doing, morality, selfishness, immorality, superstition, curiosity, veneration, ambition, culture, heroism, science, and amusement.

Following the turn of the century, supplements began to attempt syndication but almost all efforts met with failure. The exception was William Randolph Hearst's American Weekly edited by Goddard until his death in 1937. This supplement dominated the field until Joseph P. Knapp's new supplement This Week appeared in 1935. Knapp's supplement was the antithesis of The American Weekly. It was all that Hearst's Weekly was not: quiet, dignified,

and non-controversial.

Parade, a third syndicated supplement, was begun in 1940. It was to be a showcase for the excellent photography of Marshall Field III's news-paper PM. Field also hoped the supplement would recoup some of PM's losses. Parade did well from the start and was destined to outlast the other syndicated supplements. One important factor in Parade's longevity is its ability to change with the demands of the times and its audience.

The 1950s saw supplements entering troubled times with TV advertising revenues falling due primarily to television. A new syndicated magazine, The Family Weekly, appeared in 1953 and has enjoyed slow but steady progress since. This supplement was the first successful supplement geared to small towns and rural areas.

By 1960 some of the older supplements were in real danger -- especially The American Weekly. Once the most successful syndicated supplement, it now bowed to an era whose tastes and demands were changing rapidly. Unable to alter its editorial thrusts to accommodate the change and besieged with financial difficulties, The American Weekly folded in 1963.

In 1969 This Week met the same fate for many of the same reasons. Parade and Family Week, however, are still in operation and appear to be doing well.

The general future for supplements looks promising. It is difficult to predict the future of any one supplement because so many varied factors hinge on their survival. Sound financial backing and the ability to change appear to be two important ingredients of those who have been able to bridge the troubled periods.

Two trends are predicted in future supplements: localization and indepth reporting. Today's sophisticated and informed audiences want to

know about national situations but they also want to know how they will be affected by them locally. Some editors warn against excesses in either direction. Too much localization and too much indepthness can drive readers away as easily as lure them. Most agree a balance is needed to attempt to reach all readers.