



HOGAN'S ALLEY

the magazine of the cartoon arts

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Richard S. Newcombe

SOURCE OF WEALTH: A self-made magnate, Newcombe had such a yearning to prove himself in the business world that he left the prestigious University of Chicago M.B.A. program to go to work. After a successful stint in sales for United Press International, he jumped into the syndication business as sales manager of the Los Angeles Times Syndicate.

IN A NUTSHELL: Newcombe became vice president and general manager of the Los Angeles Times Syndicate when he was 28. Still restless, he took a job under Rupert Murdoch as president of News America Syndicate. In just a few years, Newcombe saw an opportunity to revolutionize the industry; He founded Creators Syndicate in 1967 with the then-radical idea of allowing creators to retain ownership of their properties. Even though Creators was a brash start-up with a pie-in-the-sky idea, no money and no track record, the lure of retaining ownership was strong. Newcombe immediately scored a major coup as he signed Ann Landers and Johnny Hart; together, they account for three of the world's top syndicated features. Having gotten everyone's attention, Newcombe continues to generate interest and sales in Creators properties while staying true to the ideals of creators' rights.

ANN LANDERS ON NEWCOMBE: "I'm proud to be with a syndicate whose chief started on a shoestring and ended up owning a shoe factory." **12**

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